THE JOHN CRERAR LIBRARY

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 1

WASHINGTON, D. C.
JULY 1, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

"Have one on us"
invites King Arthur
for Horton's . . .
"OK" say 9,549
WOR Listeners

"THERE'S a coupon waiting to be sent to you—and it's good for a free MelOrol Soda at any store that sells Horton's Ice Cream." With this invitation over WOR, metropolitan New York first learned on Friday, June 16th, about MelOrol—the new Horton idea in ice cream. Over nine thousand WOR listeners were quick to take advantage of the generous offer by writing in for the coupon before the Monday night dead line.

An excellent way of introducing a new product! An excellent way of building good will!—of getting people to think, talk and order HORTON'S!—of stimulating dealer interest and opening up additional trade outlets!

Over nine thousand responses to a one-time offer is a remarkable showing, and particularly so for a new program.

The results achieved by Horton's attest again the importance of producing a good program* and of backing it up with intelligent program merchandising.†

With a low record cost of 5 cents per coupon request (based on cost of time only), the Horton achievement over WOR confirms once more the experience of so many other WOR advertisers who have found this station their lowest cost inquiry producer.

May we send you further facts bearing on this point?

* This smart burlesque program—King Arthur and his Arabian Knights, "the world's craziest radio show," is featured over WOR every Friday night from 8:15 to 8:45.

† The program merchandising schedule covered a period of five weeks during which car cards were used, as well as a series of 100 line cartoon illustrated advertisements in eight leading newspapers.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James J. Fay, Statler Bldg.

XUM

It's an Old French

Slogan

If that slogan were a shoe it would fit us without a wrinkle or a pinch. For, as a description of the functions of the NBC Local Service Bureau, it tells the whole story "in a couple of nut shells" (à vous, Monsieur Andy,). And, just as it did for the three musketeers, the "one for all—all for one" policy gives added strength to the weapons we offer you for sales results—the seventeen stations which are under our experienced wing.

Our San Francisco office (or any of our other offices), for example, can speak as authoritatively about the New York area and stations as our New York office—and vice versa. (Time, effort and expense saved and clients served more efficiently).

A local advertiser in Boston (or any other city in which we have a station), spending only a nominal amount of money, may have the full benefit of the knowledge and experience of our entire personnel. (Large or small, advertisers are served conscientiously and effectively).

These are but two of many examples we could cite to demonstrate the effectiveness of our service to clients. That we function successfully for them is attested by the constantly increasing volume of business we are closing at all seventeen points.

Remember, contact the office nearest you for information about one or all of the stations listed below.

NBC LOCAL SERVICE BUREAU

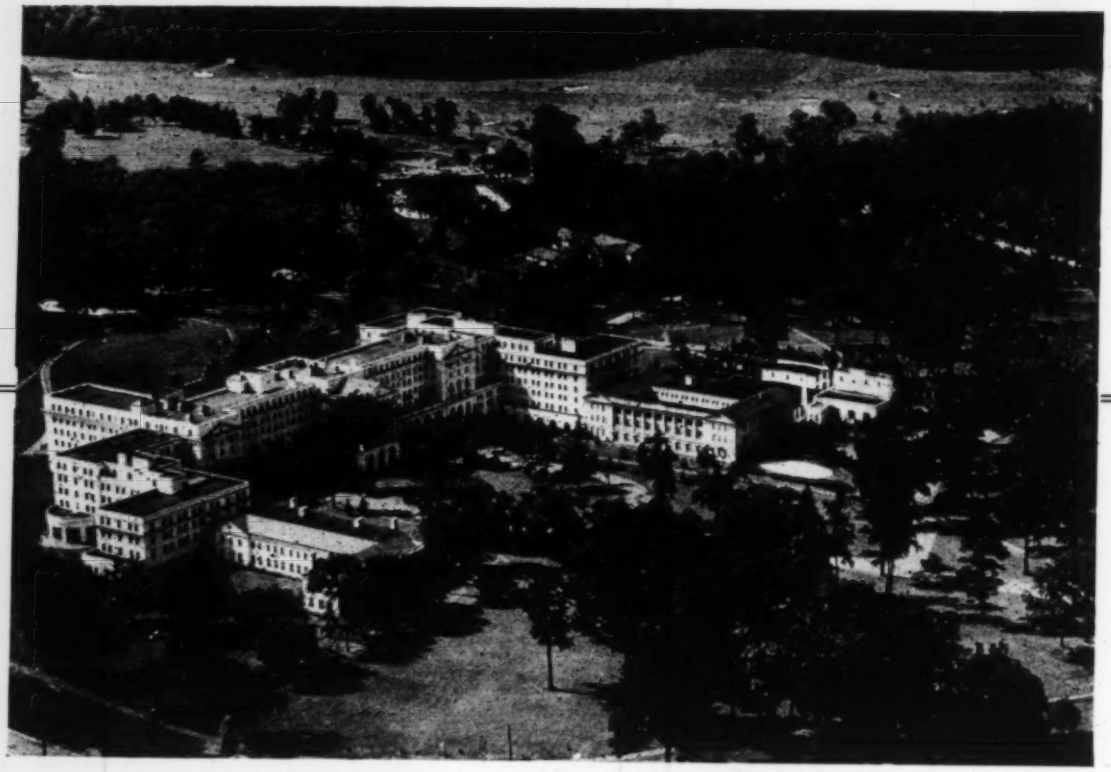
LLOYD C. THOMAS, Manager

NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ — WMAQ & WENR — KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL

PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA



The Greenbrier from the Air—Showing the Casino and Golf Links

Announcing

The 11th Annual

N. A. B. CONVENTION

October 8, 9, 10, 11

At the

GREENBRIER & COTTAGES

America's Most Beautiful All-Year Resort

L. R. JOHNSTON, *General Manager*

WHITE SULPHUR SPRINGS

West Virginia

■

On the Main Line of the
CHESAPEAKE AND OHIO RAILWAY

Served by

The Finest Fleet of Trains in the World
Genuinely Air-Conditioned

The Greenbrier Estate

A Sports Center Complete

GOLF
Three courses, two of eighteen holes and one of nine, with sporty fairways and perfect greens, lie in the rolling valley.

SWIMMING
One of the largest indoor pools in America, built of mosaic marble and filled with constantly changing water from Alvon Spring.

TENNIS
The five Casino Courts, both clay and en tout cas, are favored all the year 'round by the country's ranking stars.

FISHING
The ice-cold streams of the White Sulphur country are ideal for trout, pickerel, and bass fishing in season.

TRAP SHOOTING
Unique in location and method is the trap shooting on the slopes of Kate's Mountain.

RIDING
Two hundred and fifty miles of trails twist through country alluring in rugged beauty. Choose a mount from the stable of seventy-five thoroughbreds.

FLYING
For air-minded travelers, the Airport on the Greenbrier Estate provides the finest landing field in the Central South.

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BROADCASTING
and
Broadcast Advertising

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Program Foundation Gets Ricordi Catalog

By SOL TAISHOFF

123,000 Compositions Offered NAB Members at Low Fees; Italian Music Numbers Include Puccini Operas

AS ITS FIRST tangible step toward releasing the broadcasting industry from the grip of the American Society of Composers, Authors and Publishers, the Radio Program Foundation, music subsidiary of the NAB, has obtained the American radio rights to the world-famous catalog of G. Ricordi & Co., of Milan, Italy. Containing more than 123,000 numbers in all branches of music, including the hitherto restricted Puccini operas, the catalog is being offered to NAB members at monthly royalties ranging from $2.50 to $25, with higher fees for non-members.

Procured by the Foundation June 14 directly from Ricordi, the catalog is being made available to the entire industry under a classification of rates designed only to reimburse the NAB subsidiary for its investment. Every effort will be made to have stations use the catalog whenever possible in lieu of the ASCAP catalog. Moreover, the Foundation is continuing its negotiations with several large domestic publishing houses as well as with foreign houses in the hope of securing additional catalogs as expeditiously as possible.

Offered to Networks

THE TRANSACTION for the radio rights to the Italian catalog was handled by Oswald F. Schuette, NAB copyright director and president of the Foundation, which was incorporated about two months ago. It was handled purely as an NAB proposition, with the networks in no wise involved, but licenses to perform the music have been offered to both NBC and CBS by the Foundation. If and when the network licenses are consummated, the Foundation must pay additional sums to Ricordi, which arranged the transaction on a sliding scale providing for increased charges for network participation as well as for stations outside the NAB.

Licenses for the use of the catalog, which covers only the so-called "small rights" rather than the "grand rights" to the works, will be issued to stations which are not members of the NAB for a figure which may range as high as double the member figure.

Wide Variety of Music

THE WORKS of hundreds of world-famous composers are incorporated in the Ricordi catalog. In the field of opera, it covers such works as "Madame Butterfly", "Tosca" and "La Boheme" and other masterpieces produced by composers of the last 125 years. In addition, the catalog contains dance numbers of every description, including a full selection of Argentine tangos, symphonic and chamber music, a wide variety of band selections and literally thousands of other instrumental and vocal selections compiled from the masters of all countries.

The bulk of these compositions has been kept off the air because of the refusal of Ricordi to grant licenses for broadcasting or to deal with broadcasters through ASCAP. By its arrangement with the radio industry, Ricordi is left free to license its catalog for the use of other performers in this country.

While the definite financial arrangement worked out with Ricordi was not divulged, it is understood that the amount was "reasonable" and covered only the "small rights" to the catalog for NAB members. This figure graduates upward in proportion to licenses procured by the NAB from non-members and from the networks.

Fees Rated Proportionally

THE SCALE of fees, worked out by Mr. Schuette in collaboration with Philip G. Loucks, NAB managing director and treasurer of the Foundation, is based upon a classification of stations which takes into consideration their size, market, earning capacity and ability to use the music profitably. The minimum rate of $2.50 per month, or $30 per year, will be assessed NAB member stations in the low-power local category and in rural markets. The maximum $25 monthly rate will apply to large stations in the major markets.

Networks have been offered licenses which will cover all Ricordi music broadcast from their key stations over networks. If the music emanates from other than the licensed key station, however, licenses from the Foundation must be procured by the stations used as the temporary or occasional key outlets. Stations on the network, provided they do not originate the Ricordi copyrighted music, can broadcast the programs without danger of infringement of the Ricordi copyrights.

Non-Profit-Making

SINCE the Foundation under its charter, is a non-profit-making organization, the whole idea behind the licensing of the Ricordi catalog and other catalogs which may be procured, is only to reimburse the NAB for its investment. As additional catalogs are brought into the fold, and more and more stations take out licenses, it is assumed that the over-all royalty scale from stations will be depreciated.

The ultimate aim of the Founda-

NAB Annual Convention Scheduled At White Sulphur Springs, Oct. 8-11

WITH many problems to be considered, the NAB will hold its eleventh annual convention at the Greenbrier Hotel, White Sulphur Springs, West Virginia, Oct. 8, 9, 10 and 11.

The famous mountain resort, comprising an estate of 7,000 acres, was selected by the NAB board by virtually a unanimous vote. Whereas previous conventions invariably have been held later in the year, the board approved the recommendation of its managing director, Philip G. Loucks, for an earlier annual meeting than usual. Broadcasters and others attending the sessions thus will not be forced to leave their offices at the peak of the radio season.

Heading the list of problems certain to be on the agenda will be the administration's industrial recovery law as it affects broadcasting and related fields. Music copyrights, a perennial issue in recent years, again will command major attention, particularly in view of the strides made in the establishment and operation of the Radio Program Foundation, under NAB auspices, as a wholly-owned radio music reservoir.

More than usual interest will center around industry trade practices and the technical side of broadcasting. In connection with the industry recovery bill, definite steps must be taken for maintenance of rate structures and elimination of cut-throat competition. A system of uniform cost-accounting also becomes a necessity.

At the time of the convention, the outcome of the North American Conference for the redistribution of broadcast wave lengths will be known and this subject is destined to be a focal issue for station owners and engineers. Possibility of a sweeping reallocation of wave lengths, paralleling the upheaval of 1928, as an outgrowth of the international deliberations, has intensified interest in the technical aspects of broadcasting. Coupled with this is the movement for a horizontal increase in power of stations in all categories.

A tentative schedule for the convention is now being drafted by Mr. Loucks. In advance of the meeting he will consult with President Alfred J. McCosker, WOR, Newark, and with members of the board. Indications are that the sessions will eclipse all previous conventions in the magnitude of business to be considered.

White Sulphur Springs, in the heart of the Alleghenies, is a world famous resort. In addition to hotel rooms and suites, cottages with full hotel service are available for parties attending the convention. On the estate are three golf courses, seven tennis courts, and full facilities for swimming, trapshooting, fishing, riding, flying and polo.

XUM

tion is to create a music supply sufficiently large to allow all stations to forego their contracts with ASCAP, which were accepted last September "under duress" and which exact sustaining fees plus 3 per cent of net receipts of stations until Sept. 1, 1933, when the percentage is scheduled to be increased to 4 per cent. On the corresponding date next year, the final year of the three-year contracts, the percentage jumps to 5 per cent.

In the case of Ricordi, it is known that the famous house, founded in 1808, has had an open rift with ASCAP. It withdrew some years ago from its affiliation with ASCAP because of meager royalties and is understood to construe the deal with the NAB as one which will yield it greater revenue than could be procured from all American rights through ASCAP. Other European houses, as well as a number of large domestic concerns, are at loggerheads with ASCAP over their "cuts" in royalties and repeatedly have threatened to withdraw from the combine.

Re Transcriptions

IT IS estimated that from 75 to 90 per cent of the music listed in the Ricordi catalog has been recorded and therefore will be immediately available to licensed stations in transcribed form. The NAB contract, while it does not cover the rights to record the catalog, which are separate, does cover the right to broadcast the recorded or transcribed numbers, once a station procures a license. By special arrangement with Ricordi, stations accepting licenses from the Foundation will be granted a sixty (60) per cent discount from the American retail selling price of all music published by that company.

Consummation of the Ricordi deal broke the lull that apparently has existed in the copyright field since E. C. Mills, general manager of ASCAP, left for Europe in May to attend the conference of European performing rights societies. He returned June 9. During his absence, he left the entire copyright controversy with the broadcasters in the hands of Nathan Burkan, ASCAP general counsel, who was to have contacted Newton D. Baker, chief NAB copyright counsel, if negotiations looking toward revision of the royalty structure were to be reopened. So far as is known, nothing developed which warranted Mr. Baker's opening new conversations.

As a consequence, steps are being taken toward prosecution of ASCAP as an alleged combine in restraint of trade. Whether this suit will be instituted by the NAB through one of its members or by the government, through the Department of Justice or Federal Trade Commission, which can initiate anti-trust cases, thus far is conjectural.

Meanwhile, attention also is being devoted to the preparation of remedial legislation for presentation at the next session of Congress, which is almost certain to consider revision of the antiquated copyright law, enacted in 1909, and under which ASCAP claims it has legal right to exact royalties on any basis it pleases for the performance of copyrighted music for profit.

THE FORMER 2-cent local rate on first-class postage has been restored by Postmaster General Farley, effective July 1, in conformity with recent legislation by Congress. Non-local mailing remains at 3 cents for each ounce or fraction thereof.

"Broadcast Reporter" Discontinued

THOMAS STEVENSON, editor and publisher of BROADCAST REPORTER, announced June 26 that the publication of his periodical has been discontinued, effective immediately. Mr. Stevenson left Washington June 27 to accept a position with a film company in Los Angeles, doing promotional work. He stated he expects to make Los Angeles his permanent home.

Wynn Network Opening Now Set Before July 5; Bankers Appointed Aids

OPENING of Ed Wynn's Amalgamated Broadcasting System, postponed various times since last March, remains uncertain, although it is now indicated that the inaugural will occur prior to the comedian's departure July 5 for Hollywood, where he will make a picture. Six small stations in the east, from New York to Washington, are to constitute the first link of the projected chain.

It was reported than an announcement of major importance concerning the project will be made just prior to the opening. The understanding is that it will include the names of leaders of commerce who will become associated with Amalgamated, probably as an advisory council. From the technical and program standpoints, Amalgamated claims that everything is in readiness and that Western Electric control equipment and microphones have been installed at headquarters in New York.

The network announced that Graham Adams and Nelson B. Grove, both said to have been associated with New York banks, have been appointed secretary and treasurer, respectively, of the network. Mr. Wynn is president and Ota Gygi, vice president and general manager. Frank Orth, formerly of WABC, is Chief Engineer.

Kaney, Strotz Promoted In NBC Chicago Office

Mr. Kaney

A. W. (Sen) KANEY has been appointed assistant to the vice president of the NBC Chicago division, and Sidney Strotz, in addition to his duties as manager of the division's artists service, has been named program manager to succeed Kaney, it was announced June 16 by Niles Trammell, Chicago vice president of NBC. William G. (Bill) Hay, announcer of the Pepsodent programs, was appointed manager of the local service bureau in Chicago to succeed William S. Hedges, who on June 15 became manager of KDKA, Pittsburgh.

Lloyd Yoder, manager of the press department of the NBC Pacific division, has taken over the additional duties of director of special feature broadcasts, with Jennings Pierce chief announcer, becoming director of agricultural activities. At the same time, William J. Andrews was named supervisor of announcers at San Francisco, effective July 1.

National Recovery Plan Of Advertising Unknown

WHETHER the National Recovery Administration, headed by Brig. Gen. Hugh S. Johnson, will use radio and other advertising media to promote its activities has not yet been decided, Boaz Long, public relations director, stated June 24. Reports that the administration would use newspaper and billboard space, and not radio, were widely circulated, but it developed that nothing definite had been decided about any advertising.

Mr. Long said that it is likely that a legal opinion will be sought as to whether the administration can use its funds for paid advertising prior to any formal consideration of media to be used. It was made clear that in the event any fund is appropriated for advertising, radio, along with other media, will be considered.

Radio Contact Man

BRUCE McMANEE, formerly of the Washington bureau of the PHILADELPHIA PUBLIC LEDGER and later with N. W. Ayer & Son, Philadelphia, has been appointed radio liaison officer of the press division of the National Recovery Administration, created to administer the industrial recovery-public works legislation. He will arrange radio addresses for officials of the organization and handle other radio contacts.

American Express Signs

AMERICAN EXPRESS Co., long sought as a natural radio advertiser, has signed its first radio contract. It comes from the San Francisco office, and calls for a series of daily announcements on KPO from June 15. It is expected to be the forerunner of further local radio campaigns, and possibly a national campaign.

Wealth of Music in Ricordi Catalog . . .

TO ENABLE program builders for advertisers, agencies and stations to arrange programs using music covered completely by the Ricordi catalog, procured by the NAB's Radio Program Foundation, there is published herewith a list of leading composers whose works are covered by the Ricordi copyrights. The complete catalog, covering the 123,000 compositions, shortly will be available through the Foundation to stations licensed to use it. In addition, there will be available class catalogs, covering compositions in the various fields of music, such as dance selections, band music, opera, symphonic and chamber music, and instrumental and vocal selections.

Acton, Adam, Adams, Alaleona, Alard, Alassio, Alfano, Alger, Alvarez, Amici, Andreoli, Anzoletti, Arezzo, Ascher, Auber.

Bach, Bachman, Badarzewska, Balbi, Baillot, Balfe, Balladori, Barthelemy, Bassani, Baur, Bazzini, Beccuci, Beethoven, Behr, Bellini, Bemberg, Benedict, Benvenuti, Berisso, Berlioz, Bertini, Bettinelli, Bianchini, Billi, Bizet, Boccherini, Boghen, Boito, Bolzoni, Bona, Bonamici, Bonnamy, Bono, Bordetas, Bordogni, Boulanger, Brahms, Brambilla, Brogi, Brunel, Brunetto, Buffa, Bulow, Bunning, Burgmein, Burleigh, Bustini.

Caldara, Campana, Campanini, Cantarini, Capocci, Capponi, Cardoni, Carelli, Casavola, Casella, Casotti, Castaldi, Catalani, Cavalli, Cerimele, Crescentini, Cesi, Chaminade, Cherubini, Chigi, Chimeri, Chopin, Cimarosa, Clementi, Cobian, Cofini, Coletti, Colla, Concone, Coppola, Corelli, Corio, Cortapassi, Costa, Cotogni, Cox, Craven, Cuscina, Czerny.

Damiano, Dancla, Davico, David, de Beriot, de Crescenzo, de Luca, del Nero, Delmas, Della Corte, de Leva, de Meglio, de Nardis, Denza, De Pachman, De Seynes, Diabelli, di Capua, di Lorenzo, Dolzani, Donati, Donaudy, Donizetti, Dubois, Dumas, Durand, Dussek, Duvernoy.

Eckert, Epstein, Ernst, Etten.

Fairchild, Fasanotti, Favara, Fijan, Filippi, Finzi, Fosse, Flotow, Franchetti, Frescobaldi, Frugatta, Fumagalli.

Galimberti, Gambardella, Gariboldi, Gasparini, Gatti, Ghedini, Gilbert, Gillet, Gluck, Godard, Goldmark, Gomes, Gordigiani, Gottschalk, Gounod, Griffo.

Handel, Hartmann, Haydn, Heller, Holmes, Hume, Hummel.

James, Joachim, Johnson.

Kreutzer.

Lacchini, Lacetti, Lamperti, Lange, Laparra, le Carpentier, Lehar, Legrenzi, Lemare, Leoncavallo, Leybach, Liszt, Longo, Lotti, Luzzi.

Mackenzie, Magini, Maglio, Mancinelli, Marchesi, Marchetti, Marciano, Martelli, Mariani, Martini, Martineau, Martucci, Mascagni, Masini, Massenet, Masson, Mattei, Mendelssohn, Mercadante, Meyer, Meyerbeer, Montemezzi, Monteverdi, Monti, Morandi, Morlacchi, Mozart, Mugellini, Muller, Musella.

Nam, Napoli, Nava, Negri.

Oddone, Offenbach, Orefice.

Palaschko, Polloni, Palumbo, Paganni, Pagano, Pagnoncelli, Paisiello, Panizza, Panofka, Panseron, Paradisi, Parelli, Parisotti, Pasquini, Pergolesi, Peroni, Perosi, Pfeiffer, Piccinni, Piccoli, Pieraccini, Pizetti, Ponchielli, Pontoglio, Pozzoli, Principe, Puccini.

Quaranta.

Rachmaninoff, Raff, Rameau, Recli, Respighi, Revere, Ricci, Ricordi, Robaudi, Rossi, Rossini, Rotoli, Rubinstein, Rubino, Runtzman.

Sacchi, Saint-Saens, Sala, Salmon, Scarlotti, Schubert, Schumann, Santoliquido, Sgambati, Spinneli, Stefani, Stradella, Strauss, Sullivan.

Tagliapietra, Tamajo, Tartini, Tchaikowsky, Thalberg, Tinel, Tirindelli, Tocchi, Torchi, Tosti, Traetta.

Valente, Valentini, Varisco, Verdi, Vieu, Vieuxtemps, Visconti.

Wagner, Wallace, Warner, Webber, Weber, Weingartner, Westerhout, White, Wieniawski, Wright.

Zanella, Zanon, Zardo.

Agencies Demand New Facts About Radio

By FRED H. FIDLER*
Radio Manager
J. Walter Thompson Company, San Francisco

Old Fashioned Surveys of Coverage, Fan Mail Inadequate; Proper Program Selection Depends on Station Data

THE AGENCY'S viewpoint on problems of broadcasters in providing accurate statistical data on the coverage of their stations, listening habits of their audiences and the like is set forth in this discussion by a leading Pacific coast agency executive. Admitting that the program's the thing which determines the success or failure of a commercial broadcast venture, Mr. Fidler suggests that advertisers and agencies must have considerable information about a station to be able to select a suitable program. He describes some surveys he has supervised and offers his indorsement to formation of a radio checking bureau.

FOR YEARS radio, like the unprepared prosecutor armed with nothing but circumstantial evidence, attempted to prove its case with much theorizing and few facts. This procedure was fairly successful until the glamour and mystery surrounding radio began to wear off and advertisers started judging it by the same standards used in selecting other advertising mediums.

With the dissipation of the awe that accompanied radio's debut, attention was called to the shortage of facts regarding circulation and effectiveness. Radio salesmen scurried around and dug up figures on radio ownership. These were interesting as an indication of the size of the potential audience. Stations submitted charted estimates of their coverage areas. These, too, had their place in the process by which advertisers started weighing radio. But coverage data, too, concerns the potential audience—not actual circulation.

Fan Mail Discounted

TABULATION of fan mail supplied yet another link in the gradually growing chain of evidence submitted by stations and agencies. But advertisers soon began to discount fan mail as an accurate barometer of radio's effectiveness.

Thus it was that, about two years ago, the more alert stations and agencies intensified their search for some method of proving radio's effectiveness as a sales weapon. Stations improved their interpretation of their coverage areas. Many discovered so-called "blind spots" which their signal did not reach and either arranged coverage through cooperation with another station or frankly admitted the weakness, thereby creating greater acceptance for their strong points. They also gathered and compiled facts and figures on programs which had been notably successful from a sales standpoint.

All of this succeeded in establishing one fact—that radio reaches a lot of people, is an *accepted* source of public entertainment and information, and *can* be a gold mine for the advertiser. *But* it didn't challenge the fact that radio can also be a sink hole!

Program's the Thing

THE MISERABLE failure of programs comparable to outstandingly successful programs as to facilities used, time of broadcast, length of program, even to selling technique — comparable in everything except continuity content—inspired a lot of serious thinking. Only recently has this thinking produced what seems to be the final answer to *proving radio.* Many advertisers—in fact, *most* sponsors have realized for some time that, granting adequate facilities and coverage, it's the program that counts! But, curiously enough, this realization did not lead to the next—the logical conclusion for most radio men, until lately. That conclusion is that all the facts and figures in the world about radio coverage, radio listening habits, case histories of other successful programs—none of these will tell a sponsor anything entirely applicable to his *particular* program.

In checking radio programs, as well as in creating them, "the play's the thing". If you want to know what *your* program is doing, check *your* program — not some other broadcast—not coverage or signal strength. If you proceeded properly you should have been satisfied on matters of station selection *before* going on the air.

You may be using the best network, you may be on at a good time—but are they *listening*? And if so, are they *buying*?

San Francisco Survey

SUCH national surveys as the Crossley reports are invaluable as indicators of the trend in the public's program preference. On coast-to-coast programs, they may even be accepted as more or less definite evidence of effectiveness. But neither will suffice to prove the effectiveness of a state-wide or coast-wide broadcast.

Last January, I reviewed, during a San Francisco radio department, the method our agency uses to answer the two questions: "Are they listening?" and "Is the program selling?" Details of this method, including the telephone survey, are by now familiar to most of you. If they aren't, copies of the previous discussion are available. The telephone survey, made during the time the program is on the air, is the only accurate method of measuring a program's audience that we have developed or discovered to date. The follow-up survey to determine the product's acceptance among program listeners calls for the interviewing of the regular listeners, as revealed by the popularity check. If the percentage of product users among *listeners* exceeds the sponsor's known percentage of the *general* market, then the program is succeeding. The extent of its success is reflected by the differential of the two markets—the audience and the general public.

Telephone Survey Best

OF COURSE, there are programs which are much easier to measure because of the nature of the advertised product—or premium offer, or because the sponsor uses no other medium and can trace sales directly to radio. Such conditions represent the agency and station manager's dream — but unfortunately, they are the exception and not the rule. In general, the production of the program is but half the job — measuring, proving its success is the other half—and the intelligently used telephone survey seems to be the best yardstick now available.

Our agency has recently been directly concerned with another radio fact-finding job—that of selecting the best time for daytime broadcasts. Selection of an evening hour is not so difficult but scheduling a daytime broadcast presents many problems.

Here again such reports as the Crossley survey are useful in rating hours enjoying the greatest audience nationally. However, such national charts of daytime listening habits should be double-checked with local and sectional survey findings if the conclusions are to be accurate. The climatic daytime reception conditions at various hours and the program schedules of stations in the area being considered are a few of the things which may cause much sectional variation in a national check, the scope of which is necessarily broad and, therefore, not without error.

Cities are Sampled

FOR THESE reasons we decided to make our own survey of the daytime hours from 8 a.m. to 5 p.m. The check was not extended to 6 o'clock because of the competition offered by transcontinentals coming through on daylight saving time schedules.

We decided on the "samples" or number of calls for each city, selecting a large city in northern California, a large city in southern California, and a typical smaller city. Two crews of telephone investigators were organized to alternate and each 15-minute period during the nine hours was checked. Numbers were selected from each residential exchange to insure reaching a representative cross-section of each city. The approach used was the same as in the popularity survey: "This is the Radio Research Bureau calling. Would you mind telling me", etc. The question was, "To what program or station are you listening?" Subdivisions included "No radio", "Radio not on", "Don't know", and "Refuses to answer". The essential record of uncompleted calls was also kept.

The tabulation of the questionnaires gave us an intelligent basis for selecting broadcast time. Naturally, we did not select the period with the largest audience without weighing such other factors as the nature, particularly the similarity to ours, of the programs preceding and following the best period, the nature of the sustaining program we would replace and the competition on the rival network and independent stations. The survey also developed valuable data regarding the comparative daytime popularity of the various stations. However, in reviewing this rating we were not greatly apprehensive regarding our station's share of the best period's audience, feeling that it was up to the program to attract a satisfactory share of the potential audience.

Most Changeable Medium

THE FINDINGS of such surveys are applicable for only limited periods. Changes in program schedules, such as the launching

(*Continued on page 30*)

*Text of address before Pacific Advertising Clubs Ass'n, Sacramento, Cal., June 18-21.

Administration's Relief Plan Vitally Affects Radio Industry

Congress Adjourns Without Acting on Any Bill Directly Concerned With Broadcasting

ALTHOUGH radio regulation itself received practically no consideration at the special session of Congress, which adjourned June 16, the broadcasting industry was affected vitally by several phases of the administration's emergency program, and is now trying to find out just where it stands in the industrial recovery picture.

A score of radio measures, dealing with everything from revision of the copyright laws to investigations of the Radio Commission, the networks and commercial broadcasting, were introduced but were lost in the legislative shuffle because of more pressing emergency bills. A few of the bills are destined for consideration at the next session, which convenes in January.

NAB Cooperating

ON THE DAY that Congress adjourned, President Roosevelt affixed his signature to the industrial recovery public works bill, which is the cornerstone of the emergency relief program and the most important legislative step affecting American industry in history. How this measure may affect the broadcasting and advertising fields was described in the June 15 issue of BROADCASTING. The bill is designed to revive business, eliminate cut-throat competition and aid employment, primarily through self-regulation of each industry, and, if that fails, through enforced regulations.

As the trade association of the broadcasting industry, the NAB is likely to become the governing body. Its managing director, Philip G. Loucks, now is engrossed in a study of the measure and is collaborating with President Roosevelt's organization, headed by Gen. Hugh S. Johnson, in the preliminary phases. Alfred J. McCosker, NAB president, probably will appoint a special NAB committee to work out a definite participation plan in behalf of the industry.

The American Association of Advertising Agencies, the Advertising Federation of America, the Association of National Advertisers and other groups in the advertising fields are engaged in similar preparatory work in behalf of their own industries.

Re Securities Act

WHILE General Johnson will be in direct charge of the industrial recovery aspects of the measure, which also carries a $3,300,000,000 public works program whose national and local effects should be felt by better broadcasting as well as other business, he will be guided by the judgment of the Industrial Recovery Board, which will include the Secretary of Commerce as chairman, the Secretaries of Agriculture, Labor and Interior, the Director of the Budget and the chairman of the Federal Trade Commission. In addition Bernard M. Baruch, eminent financier, has been named as President Roosevelt's liason officer and advisor in the administration of the recovery program.

The Federal Securities Act, demanding full and fair disclosure of the character of securities sold in interstate and foreign commerce and through the mails, which already has become law, is another measure of importance to radio. While responsibility rests with the securities companies and sellers, advertising media must guard against participation in the advertising of securities which transgress the terms of this rigid legislation.

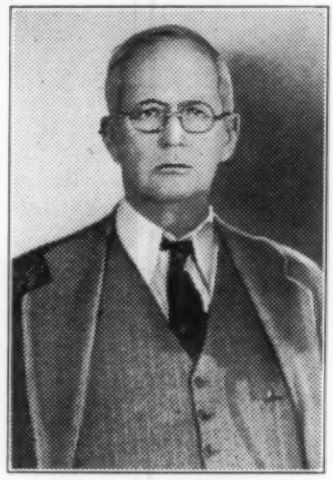
Legislation to regulate food, drugs and cosmetics, under the Department of Agriculture, was introduced in both branches of Congress June 13, but will await extensive hearings at the next session. The recommended legislation, drafted by the department in collaboration with the industries involved, was analyzed in the June 15 issue of BROADCASTING, with particular reference to the radio and advertising features. Senator Copeland and Rep. Sirovich, both Democrats of New York and both physicians, introduced identical bills in their respective houses.

Power Tax Shifted

IN THE FINAL days of the special session, Senate and House conferees agreed to a provision in the gas-tax bill, designed to raise additional revenues, under which the tax on electrical energy, after Sept. 1, must be borne by the power companies. This amends the Revenue Act of 1932, under which a 3 per cent tax was imposed upon commercial and domestic users of electrical energy. Broadcasting stations, over the protests of the NAB, were held to be commercial users and therefore subject to the tax.

Despite widely current reports that the Radio Commission would be abolished and its functions transferred to the Commerce Department, the President's reorganization proposals, submitted to Congress a few days prior to adjournment, failed to touch the Commission. As a matter of fact, the plan submitted embraced only minor changes, whereas the original Roper plan contemplated a sweeping reorganization. Whether the Commission will be affected in some future reorganization is conjectural. In any event, it is certain that nothing will be done to change its status before next year.

On June 15 Congress gave final approval to the Independent Offices Appropriation bill, carrying an appropriation of $640,000 for the Commission for the fiscal year beginning July 1, 1933. This was a reduction of $140,000 from the preceding fiscal year's appropriation. It necessitates numerous economies and staff reductions, reported elsewhere in this issue.



Brisbane Goes Radio

LET THE A. N. P. A. and the A. P. resolve, but William Randolph Hearst apparently is going to do exactly what he pleases about radio. Not only do several of his newspapers operate broadcasting stations, while nearly all of the others have news affiliations with stations, but he has steadfastly encouraged the placing of his men and features on radio programs.

Newest Hearst convert to radio is Arthur Brisbane, most widely read columnist in America, who on June 25 replaced Will Rogers on the Gulf Oil "Headliners" programs on NBC-WJZ network. Sundays, 8-8:30, EST. Radio officials have long sought Mr. Brisbane as an air commentator, and this marks his first appearance in a regular series. He was signed by Cecil, Warwick & Cecil, New York agency.

That Mr. Brisbane is quite enthusiastic about his radio plans, and that he for one does not begrudge radio its need of publicity, was evidenced when he led his June 29 column with a display announcement of his broadcasts, asking his readers to send in their opinions and suggestions.

WIBA Asks Time On WGN Channel

REOPENING of the Illinois-Wisconsin radio feud was seen in an application filed June 24 by WIBA, Madison, Wis., for half time on the 720 kc. clear channel assigned to WGN, Chicago. WIBA is licensed to the Badger Broadcasting Co., controlled jointly by the WISCONSIN STATE JOURNAL and the MADISON CAPITAL TIMES, while WGN is owned by the CHICAGO TRIBUNE.

At present operating full time on 1280 kc. with 500 watts night and 1 kw. day, WIBA seeks an increase in power to 25 kw. Apparently for quota reasons, it also seeks the facilities of WHA, Madison, and WLWL, Stevens Point, Wis. Wisconsin is underquota while Illinois is vastly overquota. Philip LaFollette, former governor of the state, is counsel for WIBA. It is deemed likely should the case go to hearing that all Chicago clear channel stations will be drawn into it.

May Revenues of Nets Reach a Low for Year With $2,293,450 Gross

INCOME from time sales by the two major nation-wide network organizations reached a low for 1933 in May, when NBC and CBS together reported combined gross of $2,293,450, which compares with $3,632,442 in May, 1932. This is the lowest figure reported by the networks since August, 1932. It brings combined network revenues for the first five months of 1933 to $13,195,478, as compared with $19,813,071 during the same five months of last year.

According to National Advertising Records, NBC's gross during May was $1,669,194, as compared with $2,305,448 in May, 1932. CBS in May grossed $624,256, as compared with $1,326,994 in May, 1932.

Increases over May of last year were shown in the oil, house furniture, radio and musical instruments and office equipment classifications, but declines were shown in all others. The oil classification showed an increase from $792,051 in May, 1932, to $1,489,579 in May, 1933.

Test Tea Campaign

AMERICAN DESERT TEA CO., Inc., Hollywood, has signed with KNX for the summer months with a thrice weekly late afternoon program called "Chief Happy Heart." With the title of "Lo! The Indian", series dramatizes Indian legends and stories. Winnie Fields Moore, KFI "nomad novelist", prepares the script. Though the product is advertised nationally in newspapers, this is the first broadcast for the product and is regarded as a test campaign. Grace Glasser agency, Los Angeles, handles account.

Open Soap Campaign

CITRUS SOAP Co., San Diego, Cal. (Citrus soaps and washing powder) has taken over the sponsorship of "Growin' Up", the radio play of modern youth starring Gay Seabrook and Emerson Treacy, it is announced by Earnshaw-Young, Inc., Los Angeles agency and producer of the twice-weekly transcription serial. The feature started June 19 on KNX, Los Angeles, and KFOX, Long Beach, as the first step in a campaign introducing the company's new packages that will eventually be expanded to include all 11 western states.

70 To Get Account

BARNES CAMPBELL Co., Los Angeles agency, has taken over the radio account of the Los Angeles Soap Co. (White King and Mission Bell soaps), and in July will release a series of weekday 5-minute transcriptions to stations in 70 cities. Series has gone into production in the Freeman Lang studios, Hollywood. Sponsor formerly used the "Chandu" series on the west coast through Earnshaw-Young, Inc., but has not been on the air for several months.

Radio Industry Looks to Mexico City

Future of Continent's Broadcasters is Held Dependent On Outcome of Wave Conference Deliberations

By JAMES W. BALDWIN
Special Representative, NAB

Mr. Baldwin

BROADCASTERS, numbering about 800, and approximately 70,000,000 listeners in North and Central America, will follow with interest the deliberations of the North and Central American Radio Conference which convenes at Mexico City on July 10. Interest is not confined to broadcasters and listeners but encompasses the entire field of commercial broadcasting, including radio advertisers and agencies, for the reason that the deliberations may vitally affect listener coverage.

Upon the outcome of these important deliberations depends the future of broadcasters from the Panama Canal to the Arctic Circle. This conference will be the first meeting at which North and Central American countries, collectively, have considered broadcasting as a continental problem.

Reallocation May Result

ON THESE deliberations depends also a possible reallocation of all American broadcast stations, for it is hoped an agreement will be reached between friendly nations which will permit of the operation of broadcast stations in each of the participating countries in such a manner as will avoid the serious and destructive interference now experienced by a number of American broadcast stations.

The fate of American broadcasters rests with three men—Judge E. O. Sykes, chairman of the Federal Radio Commission; Rep. Schuyler O. Bland, chairman of the House Marine, Radio and Fisheries Committee, and Roy T. Davis, U. S. Minister to Panama. On July 10 these United States delegates to the Central and North American Radio Conference will meet at Mexico City with delegates representing Canada, Costa Rica, Cuba, Guatemala, Honduras, Mexico, Nicaragua, Panama and Salvador.

The demands of the other participating countries are not known. Neither is it known whether broadcasting in Mexico will remain commercial or whether it will be taken over by the government.

The Technical Staff

ACCOMPANYING the U. S. delegation will be a technical staff consisting of Dr. Irvin Stewart, radio expert of the Department of State, and the following from the Radio Commission: Dr. C. B. Jolliffe, chief engineer; A. D. Ring, assistant chief broadcast engineer; E. K. Jett, assistant chief engineer in charge of services other than broadcasting, and Gerald C. Gross, short wave expert.

The delegation and technical advisers will carry with them volumes of technical data compiled by various committees which have been meeting since February in anticipation of the conference. Much of this data is new and doubtless will have great influence in any reallocation of frequencies that may result from the parley.

The conference at Mexico City will be held pursuant to provisions contained in the agreement made at Madrid, which permits the administrations of any region to conclude regional arrangements regarding the allocation either of frequency bands to the services of the participating countries, or of frequencies to stations of these countries, and concerning the conditions for the use of the waves so assigned. Although the Madrid Convention has not yet been ratified, a similar provision appears in the Washington Convention of 1927.

Low Frequencies Favored

THE WHOLE WEIGHT of scientific research favors the use, especially in Northern latitudes, of low frequencies for broadcasting. What the policy of our government will be in this direction is problematical. But one thing is certain, and that is the American listeners in rural areas of the United States must wait for a change in government policy before they can be assured consistent radio service both day and night.

One of the important obstacles to such a policy is the uses made of radio by marine services. It is singular that radio should first have been used by ships primarily for the safety of life at sea but developed to its high state of efficiency by its youngest industry—broadcasting. Notwithstanding the limitations aboard ships as to space and height of antennas, ship owners generally stubbornly resist any change in the frequencies used. They ignore the fact that they could operate on a frequency, say of 1500 kc. with greater antenna efficiency than can be obtained on a frequency, say of 375 kc.

The shipping interests also continue to defend the use of spark transmitters which require a band of something like 30 kc. That a spark transmitter will lay down a broad signal is admitted. The efficiency of the tube transmitter, however, cannot be disputed and it is most unreasonable for a service to be permitted to continue to use equipment which is obsolete and requires greater space in the radio spectrum than can be justified by the crowded condition of the ether. The receiving equipment on many ships is also obsolete, is capable only of very broad tuning and could not possibly be tolerated in the broadcast services. When ship owners agree to keep reasonable pace with the progress of the art, they will contribute to the solution of a problem which is rapidly reaching a crisis.

Government Radio Lags

LIKEWISE, when there is reasonable coordination of government radio activities which now enjoy approximately 500 positions in the spectrum, ranging from the very low to the very high frequencies, and when government laboratories show an inclination to adopt standards consistent with the latest developments in the commercial world, they too will contribute to the solution of the problem.

Broadcasters are required by federal regulation to purchase and install the best equipment the laboratories can produce and as rapidly as the laboratories can produce it. It would be consistent for the federal government to require other services to maintain the same high standards.

The chairman of the U. S. delegation, Judge Sykes, is well equipped for the assignment given him by President Roosevelt. He is one of the first members appointed to the Commission, and for seven years has supervised the legal division of the Commission. Coming as he did from the bench of the Mississippi Supreme Court, he perhaps more than any other single person, has shaped what radio law has been written. He has been through the allocation of 1928 and headed the U. S. delegation to the International Radio Conference at Madrid in 1932, where he distinguished himself as chairman of the allocations committee.

Former Vice-President Curtis to Attend Wave Parley as 'Observer' for Brinkley

U. S. Delegation Will Leave for Mexico City on July 4 With Instructions on Policy Undisclosed

FORMER Vice President Curtis, now a practicing attorney in Washington, plans to attend the North American Radio Conference in Mexico City as an "observer" for Dr. John R. Brinkley, erstwhile American broadcaster and now owner of XER, Villa Acuna, Mex., and for "certain other stockholders" in radio enterprises in Mexico.

Mr. Curtis made it clear that his status would be simply that of an "observer" to keep Brinkley and other "stockholders" advised as to the developments of the conference, which begins July 10. He will have no official capacity, he emphasized, since there are no formal hearings or open sessions which he can attend.

The disclosure is of particular significance since it is certain that the United States delegation will favor elimination of all border stations, built by American capital in Mexico but designed to serve American audiences, as a condition precedent to any redistribution of wave lengths among North American nations. Brinkley's XER, operating with reputed power of 80 kw. and holding a permit to use 500 kw., has been the main offender, causing interference with American and Canadian stations.

Several other Mexican stations, notably that of Norman Baker, of Muscatine, Ia., another deposed American broadcaster, have menaced stations in this country, and the American degelation is understood to regard the "renegade" Americans operating in Mexico as the most serious international interference problem to be coped with. Brinkley's former KFKB, Milford, Kan., was thrown off the air by the Commission for alleged medical quackery, after which he immediately built XER, opposite Del Rio, Tex., using high power and a directional antenna designed to cover his former service area in the middle west. When Brinkley had trouble with the State Department over XER about a year ago, Mr. Curtis, then Vice President, interceded in his behalf. Both are Kansans, and Brinkley is known to have had much political influence in that state, coming close to being elected governor in 1930 as an independent, when his name had to be written in on the ballot.

Leaves July 4th

THE AMERICAN delegation, headed by Chairman Sykes of the Radio Commission, leaves for Mexico City on July 4 aboard a special Chesapeake & Ohio air-cooled train, which will carry them the entire route. It will be the first time that an air-conditioned car will have passed the international border into Mexico, and the railroad is sending along with the car a special crew to service it.

In addition to the delegation, technical advisors and clerical assistants, the train probably will carry Mr. Curtis and other observers. James W. Baldwin, special representative of the NAB handling all matters incident to the conference for the broadcasting industry, left for Mexico City on June 28 from Chicago, where he attended the NAB engineering sec-

(*Continued on page 11*)

500 kw. Station Granted On U.S.-Mexican Border

CONSTRUCTION of a 500 kw. station at Matamoros, Mex., opposite Brownsville, Tex., has been authorized by the Mexican ministry of communications, according to a report to the Commerce Department from Vice Consul Henry G. Krausse, at that city. Permission was granted to Gumaro Lazarraga, but the report stated that the owner of the concession is not known in Matamoros and plans regarding construction and operation have not been yet made public. The frequency likewise is not disclosed. The station has been assigned the call letters, XEM.

XEAE, Tiajuana, Mexico, which was dedicated in June and operates with 2,000-watts power on 980 kc., is obtaining most of its programs from five remote control points, among which are the Foreign Club and the Agua Caliente Hotel.

XUM

Ten Reasons Why Broadcasting Pays In Summer Period

NBC Cites Large Audiences, Savings on Year Contract

TEN REASONS why advertisers should remain on the air during July, August and September are set forth by the NBC statistical department in a pamphlet just issued under the title, "Five Summers of Network Broadcast Advertising." Indorsing the arguments of Howard C. Haupt, of Crossley, Inc., in favor of summer broadcasting, as carried in the June 1 issue of BROADCASTING, NBC offers "a few notable facts concerning network broadcast advertising in the summertime" with special emphasis on last summer, a period of general retrenchment.

The ten facts about summer broadcasting follow in summarized form:

Increase in Listeners

1. The number of receiving sets has more than doubled since 1928, increasing from 7,000,000 to 17,000,000, the latter being an unofficial estimate for 1933.

2. Based on sales of automobile radios for the last three years and an estimate of 250,000 sales this year, NBC suggests that "a conservative estimate of the total now in use would be well in excess of 500,000, and adds: "This would, of course, greatly increase this summer's listening audience."

3. The percentage of radio sets in daily use during the summer months varies from par on the yearly average to 7.8 per cent below the average; for the entire 12 months the range is from minus 7.8 to plus 6.8 per cent.

4. The percentage of radio sets in daily use during the four summer months (June, July, August and September) is only slightly below the average for the year, the percentage being minus 3.3 per cent on weekdays, minus 3.2 per cent on Saturdays, and minus 5.5 per cent on Sundays.

Advertisers Spend More

5. The ratio of last summer's radio audience to early and late winter audience is relatively better than the comparable ratio of summer before last. Thus, the July-August, 1931, audience is 84.4 per cent of the November-December, 1931, audience, whereas the July-August, 1932, audience is 92 per cent of the November-December, 1932, audience. Likewise, the July-August, 1931, audience is 80.1 per cent of the January-February, 1932, audience, whereas the July-August, 1932, audience is 89.9 per cent of the January-February audience.

[Editor's note: The information used in the third, fourth and fifth statements is based on data obtained from the A. N. A. Cooperative Analysis of Broadcasting.]

6. The number of NBC advertisers during June, July and August more than doubled from 1928 to 1931 and kept up unusually well even in 1932. In 1928 NBC had 68 summer advertisers, while in 1931 the figure was 141 and in 1932 it was 123.

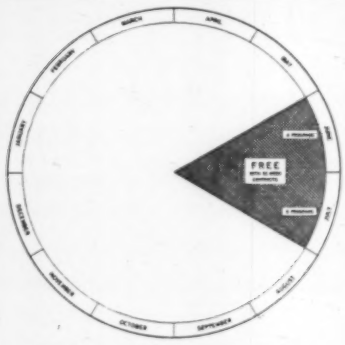
7. NBC's gross revenue for these three summer months increased steadily from 1928 until 1931. In 1932 a decline of only 3 per cent from 1931 occurred, but the average expenditure per advertiser increased 11 per cent over 1931.

Savings in Year's Contract

8. Many of NBC's oldest advertisers are veterans of summer broadcasting. A chart shows 51 advertisers, active as of April, 1933, who used NBC facilities throughout the summer of 1932. Nine of them sponsored more than one program during this season.

9. The savings gained by the discount on long-term contracts pays for a considerable part of the summer months. Fifty-two programs may be broadcast on NBC at a net cost for time equal to that of only 43 periods. This is illustrated by a chart which shows four June and five July programs as free with 52-week contracts.

10. Technical improvements make it easy for the average receiver nowadays to pick up programs as satisfactorily during the summer as during the winter. Increased station power and improved receivers tend to minimize static interference.



Saving on 52-week Contract

HOW LONG-TERM contracts offer discounts that are practically the equivalent of a lower rate for sponsored time is shown in this chart, illustrating Point 9 in the accompanying article on why it is idle for sponsors to believe that they can effect appreciable savings in dropping their summer schedules.

Sherlock Returning

ONE OF RADIO'S most popular sponsored features, "The Adventures of Sherlock Holmes", will return to the NBC-WEAF network (with CRCT, Toronto, and CFCF, Montreal, added) on Sept. 27, to be heard Wednesdays, 7:30-8 p.m., EST, with repeat at 11:15-11:45 p.m., EST, for the following stations: KOA, KDYL, KGIR, KGHL, KGO, KFI, KGW, KOMO, KHQ, KFSD and KTAR. It is again sponsored by the G. Washington Coffee Refining Co., Morristown, N. J. Some of the sketches have been transcribed by RCA Victor and spotted on certain stations in the interim since the program left the network. Cecil, Warwick & Cecil, New York, handles account.

Why Radio is Ideal Good Will Medium For Bank Service

Frothingham Cites Reasons In Talk to Advertisers

Mr. Frothingham

"SELLING banking service is almost comparable to a woman at the marriageable stage of her life revealing her charms and her good qualities. Bank salesmanship requires astute management and good showmanship, and that is why I am sold on radio for banks because bank service has to sell by attraction, not high pressure methods."

So Roy Frothingham, sales promotion manager of NBC's Pacific Division, told financial advertising men at the annual meeting of the Pacific Advertising Clubs annual meeting in Sacramento, Cal.

"Look how you have graduated from the 'Capital and Resources' stage of your window and newspaper advertising to campaigns today which align the bank with the promotion of matters of public interest", Mr. Frothingham declared. "It seems to me that public good will, based on public appreciation of your good work in building up a community, is the foundation of your advertising.

Persuades by Attraction

"ON THIS foundation — against this background—the bank can present its many forms of service and can urge its points of advantage. All banks render certain services: savings, safety vault, trust service, loans, etc.; all banks have the personnel and physical equipment necessary to conduct their business; the point of difference between banks is the intangible of service and the spirit behind the service. This has to be suggested rather than set forth in a pronouncement, and here radio offers a channel, for radio persuades by attraction. The efforts of advertisers to exert sales pressure via radio frequently defeats themselves; anxiety advertising and loud claims do not sell over the air.

"The opportunity radio offers banks is the opportunity of advertising through a service—presenting your institution and your message in combination with a service to radio set owners who have proven again and again their appreciation of good radio entertainment."

The average American family which listens regularly to radio, Mr. Frothingham said, represents a group which cannot satisfy itself musically or educationally.

Does Radio Sell?

"IF THIS family could entirely satisfy itself musically or educationally it would not have purchased a radio", he said. "Without radio, musically, it would still be in the piano stage, with an occasional concert. Educationally, it would depend on the magazine and the newspaper and the Five Foot Book Shelf plus an occasional lecture. For entertainment it would have the motion picture and similar forms of amusement.

"The radio set without music, entertainment, educational talks, etc., would be like a chandelier which does not give light. The radio station provides that light and thereby reaps much good will and appreciation, and when the sponsor steps in to provide the music and entertainment he reaps his reward of good feeling. The more appropriate the broadcast feature, the more it is identified with the sponsor, the better.

"Do radio listeners buy radio advertised goods? They will if the radio programming is well done and the message is not 'burned home'. Atwater Kent still prospers from his radio programs—concerts, auditions, etc., Great Northern Railway, General Motors, Metropolitan Life Insurance Company—all have given to the radio-listening family what it likes and needs and can't find for itself elsewhere."

Twelve Stations Drop Secondary Call Letters

TWELVE of the 18 broadcasting stations employing dual sets of call letters have voluntarily dropped their second set of calls at the request of the Radio Commission. Most of the secondary call letters are holdovers from station consolidations and were seldom used anyhow. The Commission, unlike the Canadian Commission, has not forced the dropping of the "phantom" calls but asked the stations to drop them voluntarily.

Thus the following stations have dropped the second part of their hyphenated calls: KYW-KFKX, WBBM - WJBT, WENR - WBCN, WGN - WLIB, WHEC - WABO, WLB - WGMS, WNAC - WBIS, WNBR - WGBC, WORC - WEPS, WPRO - WPAW, WREC - WOAN and WTAR-WPOR.

The following stations have asked to be allowed to retain the dual calls: WABC-WBOQ, WFLA-WSUN, WIOD-WMBF, WSYR-WMAC, WQAO-WPAP and WOC-WHO.

Politics Pays

THE JUNE 27 California state and municipal elections brought an added revenue to Pacific Coast stations, chief among them being NBC, which in its San Francisco headquarters, signed some 75 political accounts. Of these 15 programs went to KGO, San Francisco; KFI, Los Angeles, and KFSD, San Diego. Six went to KGO and KFI. Four were on KGO only. Two were on KPO. The latter station also had 10 five-minute programs and 52 day announcements.

New Station

A NEW local station to operate at Greenville, N. C., on 1420 kc. with 100 watts, daytime, was authorized by the Radio Commission June 16 in granting the application of William A. Wynne of that city. The action sustained the recommendation of Chief Examiner Yost.

Reaching a Well-to-do Class by Radio

Cook's Travelogue, an Educational Program in Ninth Year, Lures Listeners on Tours to Far-away Countries

THE EFFICACY of radio in reaching the masses and in selling products of a broad appeal is generally acknowledged. Less known is its ability to reach restricted classes of persons who have more time and money at their disposal than the average man. The history of the broadcast advertising of Thomas Cook & Sons for the last eight years reveals that radio also can sell higher-priced goods as represented by an ocean cruise ticket. "The Man From Cook's," its sponsors say, has not only increased its travel business but has encouraged international good will.

THAT RADIO is effective in reaching a select as well as a general audience with a purchasing power well above the average is ably demonstrated by the success of Thomas Cook & Son with its radio travelogue now in its ninth year on NBC. The account is handled by L. D. Wertheimer, Inc., New York, and the program is one of the oldest commercially sponsored features on the air, having started on April 7, 1925, over a network comprising WJZ, New York, WRC, Washington, and WGY, Schenectady.

Two years earlier Thomas Cook & Son had experimented with the then experimental medium of radio broadcasting, engaging the facilities of WEAF, New York, at that time owned and operated by the A. T. & T. Co. A travelogue depicting a cruise around the Mediterranean, with musical background, was broadcast. So few receiving sets were in use at the time, however, that the sponsor did not think it worthwhile to continue the program.

Advertising Subordinated

IN 1925 a much larger audience greeted the travelogue, and from the outset there was a lively interest in the program, largely because of its educational nature. The actual advertising of any cruise was subordinated to an interesting and accurate description of the countries to be visited, their history, peoples and outstanding characteristics. The music, too, was selected with a view to making known the works of the leading composers, as well as the folk songs, of each land.

At no time throughout the eight years of broadcasting have the actual travel talk and descriptive music of the Cook's programs been interrupted by the insertion of an advertising announcement or credit line, all advertising being restricted to a final announcement of not more than one minute's duration.

Seeks Select Audience

THAT THIS method of program building has been successful is attested by the thousands of congratulatory letters received from all parts of America. Many come from prominent educators, diplomatic and consular representatives of foreign countries, high officials of transportation companies, and there has been a lively inquiry on the part of persons interested in travel.

The basic objective of "The Man From Cook's" has been to reach and influence persons who can afford to spend the amount of money and time necessary to travel extensively. It is significant that, for the most part, the program has featured costly tours, such as Mediterranean and 'round the world cruises. Only recently have less expensive trips of the West Indies type been promoted.

Cook's believes that the value of these broadcasts has been shown in various ways. Though no records of results have been kept, Cook officials know that an appreciable amount of business has been directed to them through the mails, over booking counters and by telephone as a consequence of the "The Man From Cook's."

Direct Results Noted

IN SOME instances, they have been able to trace a response directly to a specific program; immediately after a broadcast, for instance, numerous inquiries have been received and bookings made for the trips described over the air. Many of the tourists have declared that the program had something to do with their decision to travel. On a West Indies cruise a Cook lecturer asked his audience of about 400 passengers how many were listeners to the travelogue. About two-thirds raised their hands.

Listeners have been quick to respond to offers of booklets dealing with some of the Cook tours. More than 5,000 asked for a booklet of maps which had been offered in one broadcast, and most of the requests came on business stationery, from professional and business men and educators.

Another result of the broadcasts which Thomas Cook & Son regards as important is the international good will that the programs have stimulated. Letters from foreign legations in this country and from foreign shipping companies attest to this good will.

Travel Lectures Varied

THROUGHOUT the last eight years the travelogues have been broadcast over many different stations associated with the NBC networks and reaching almost every section of North America. Almost every country of Europe, the Orient and South America has been included in the series. Special programs have been devoted to various parts of Africa, Australia, New Zealand and the South Seas.

The current series of travelogues now being broadcast over the NBC-WJZ network is being devoted largely to travel in Europe and is meeting with an enthusiastic response from listeners. Stress is being placed upon the low cost of travel now in all Europe.

From the beginning no standard travel lectures have been used, but every travelogue has been expressly prepared for the broadcast. Important events of the day, as well as references to historical background, play an important role in "The Man From Cook's."

Retail Furrier Finds Broadcasting An Ideal Merchandising Medium

RADIO as a merchandising medium for retail furriers has proved its effectiveness beyond shadow of doubt, according to Richard H. Winston, manager, Scott Furriers, Inc., Hartford, Conn., operating throughout New England.

Starting with an experimental campaign over WDRC, Hartford, a decade ago, the firm now uses three stations in the New England area every day in the week. In addition to WDRC, it is employing WEAN, Providence, WNAC, Boston, or WBZ-WBZA, Springfield and Boston, in its nightly schedule of broadcasts.

"Radio broadcasting is a necessary corollary to other forms of advertising", Mr. Winston stated. "It cannot take the place of newspaper advertising, but it is necessary to supplement it, from our experience.

"When customers come to our stores and tell us they have heard our radio broadcasts, they do so with a sense of having known us before, and already there appears to be a cordial relationship established. The pleasure they have derived from the entertainment part of the programs, and the faithful representation they see in the store of what has been broadcast, inspires them with confidence and they look forward with pleasurable anticipation to further broadcasts."

Hanley Expresses Hope For More Local Waves At Dedication of KICK

Mr. Hanley

THE HOPE that "a few more channels" will be made available for local broadcasting stations, to clear up congestion now existing on these waves, was expressed by Commissioner James H. Hanley June 23 in an address over KICK during that station's inaugural program at Carter Lake, Ia., suburb of Omaha, to which it moved from Red Oak, Ia.

"It is my hope", Commissioner Hanley said, "that we can clear the way for a few more local channels. That problem may be solved at the North American conference at Mexico City."

Commissioner Hanley paid tribute to stations operated by newspapers, declaring that in many respects such a union is ideal.

"The very life blood of a newspaper is good will, and the publishers and editors are past masters in that art and in the moulding of public opinion," he said. "As a rule radio stations which are controlled in whole or in part by newspapers are less liable to overemphasize revenues and indulge in offensive sales talk than purely commercial stations."

The Commissioner also stated he strongly favored educational programs and community stations where local talent can be developed and used and local needs expressed and satisfied.

To Attend Wave Parley

(*Continued from page 9*)

tion meeting to discuss technical aspects of the Mexico City conference.

Instructions Undisclosed

DETAILS of the issues confronting the conference are set forth in the article on Page 9 bearing the signature of Mr. Baldwin. What position the American delegation will take on the question of widening the band below 550 kc. cannot be foretold. It is taken for granted that there will be no opposition to enlargement of the band above 1500 kc. to accomodate possible demands for facilities by Mexico, Cuba and the Latin American countries. It is a proved technical fact that the higher frequencies, being less subject to static, are better adapted for use in the tropical countries, while the longer waves are ideally suited for propagation in colder climates.

What instructions the American delegation may carry from the State Department also is conjectural, since a strict injunction of secrecy has been invoked by the department on such matters. It is known that mobile and government groups and the broadcasters were unable to compose their differences on enlargement below 550 kc. at the preparatory meetings and that whatever position the delegation takes will be based on instructions from the State Department.

XUM

'Chandu' Programs Cover Population Area of 70,000,000

Beech-Nut Backs Feature With Merchandising

By JACKSON TAYLOR
McCann-Erickson, Inc.
Advertising, New York

BEECH-NUT Packing Company's "Chandu" program of magic and adventure has grown in a period of 15 months into one of the most far-reaching transcription efforts yet attempted. The daily broadcasts have been heard over 46 stations located in 17 states having a population of 65,000,000. Adding in states adjacent to the broadcast states, and for the most part embraced by used stations, more than 70,000,000 people have been in range of the advertising.

Of course, not all families have radio sets, but "Chandu" has benefited by much of what we may call "reverberatory" interest. In addition the program has been intensively merchandised through grocery outlets and by supplementary advertising in newspapers.

Not the least part of the whole scheme of promotion has been the great amount of publicity which has attended the program. The count of publications which have featured stories on Gayne Whitman, Betty Webb and other stars of Beech-Nut's show, and on certain glamorous phases of the story itself, runs into hundreds. Radio editors have been exceptionally generous in their attention to the program.

13 Offers are Made

ALTOGETHER thirteen different offers have been made by the sponsor in connection with "Chandu". These have comprised nine magic tricks, photos of the cast, two jigsaw puzzles, and a bottle of perfume. The returns are way up in big figures, and are still coming in. Most important, perhaps, is the fact that each return has been accompanied by proof of purchase of some Beech-Nut food product of considerable retail value. The "Chandu" offers have proved that it is possible to follow this "cart before the horse" policy, yet maintain a high inquiry return.

Throughout the broadcasting, products in the Beech-Nut line have been featured according to the particular needs of individual sales areas. At times three or four different commercial announcements have been on the air the same evening—varying with different stations, of course. It was in order to localize the sales message that the sponsor adopted the transcription method of broadcasting. A most desirable by-product of the plan has been the effect on local sales organizations as well as on the trade in their territories. Local sales managers have jumped at the chance to cooperate in the advertising. Salesmen have felt that the main office was thinking in terms of their immediate problem. Logically, too, grocers have responded more readily to a promotion that plays up the individual product rather than Beech-Nut's whole line.

Coordination Necessary

THE TRANSCRIPTION program has also permitted another important treatment of the commercial announcement. For instance, stations on the Atlantic seaboard occasionally have featured stories such as the exclusive serving of Beech-Nut Coffee on famous steamships like the Rex, the Resolute, and the new Manhattan and George Washington of the United States Lines. Simultaneously mid-western stations might be telling about the listing of Beech-Nut Bacon on the menu of some famous hotel in Chicago, Detroit or other important center.

The Beech-Nut plan has not been without its difficulties. Obviously it has required close working between local sales offices and Beech-Nut headquarters. A high degree of coordination of effort with stations employed for the campaign has also been imperative. But these burdens have been found less and less a problem, more and more part of routine. Meanwhile the advantages of the plan have been increasingly obvious.

SCOOPS OWNERS
KSO Covers Wet-Dry Balloting Through Own Reporters

KSO, Des Moines, gave its listeners complete coverage on the Iowa vote on prohibition repeal June 20 without violating the Associated Press ban on election returns and, incidentally, scooped its own newspaper owners, the REGISTER and TRIBUNE.

By employing a special correspondent in each of Iowa's 99 counties, KSO got early returns on the progress of the balloting and was able to show the trend despite the fact that complete returns were not available until the next day. A staff of tabulators compiled returns in the studios. KSO also broadcast statements by the governor and representative wet and dry leaders.

The news broadcast was sold without difficulty to the A. A. Schneiderhahn Co., distributors of electric merchandise.

East and West Railways Unite in CBS Program Promoting World's Fair

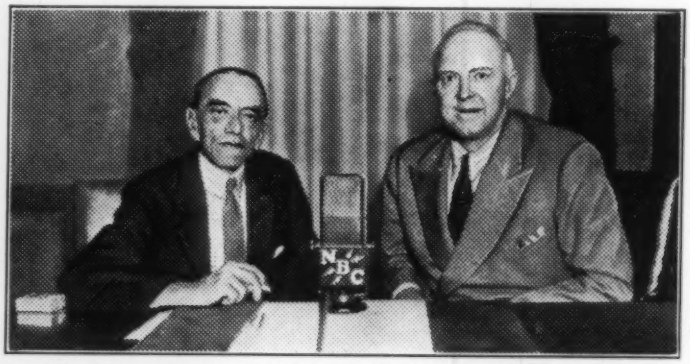
CALLED by H. G. Bullock, vice president of the Caples Co., Chicago agency, a "decided step forward in cooperative advertising by railroads," the first of a series of programs jointly sponsored by eastern and western railroads to promote train travel to the Century of Progress Exposition at Chicago was inaugurated over a CBS network of 25 stations June 29, at 8:45-9 p.m., EST. Program will be heard Mondays and Thursdays at the same period.

"For five years," said Mr. Bullock, "the railroads west of Chicago have consistently resorted to newspaper advertising at railroad centers in connection with special rates, holiday excursions and other occasions where all the railroads covering the same territory had the same message to tell. Under similar conditions there has been a certain amount of cooperative advertising by the eastern roads, but to a far lesser extent than in the west.

"But never before have eastern and western railroads joined forces as they are doing in this CBS series. Railroads from the Atlantic coast to as far west as Denver and Salt Lake City and south to New Orleans and Texas are contributing to the cost of this advertising.

"West of Chicago a joint newspaper advertising campaign will back up the radio, but any newspaper advertising that is done in eastern territory will probably be individual, although it is expected that all railroads will include mention of the broadcast in their regular advertising. Handbills and half-sheet posters will also be used."

Mr. Bullock added that this experiment in cooperative radio advertising is being watched with the greatest interest by railroad officials and the results may have an important influence on future advertising plans. A feature of the CBS program is "The Ten Railroaders," a group of college singers providing atmosphere with such favorites as "Casey Jones," "I've Been Working on the Railroad," etc. Frank Westphal's orchestra plays, and there are short dramatic sketches about the World's Fair.



A NOTABLE FEATURE—Col. Louis McHenry Howe (left), secretary to President Roosevelt, and Walter Trumbull, noted newspaper correspondent, are shown at one of their Sunday night broadcasts over an NBC-WEAF network during which Mr. Trumbull interviews Col. Howe on national affairs. Audience is asked to submit questions. Fifteen-minute feature is sponsored jointly by RCA Victor, RCA Radiotron and Cunningham tube companies.

Point-O'-Purchase Tested in Detroit

National Link of Groceries, Drug Stores Planned

DESIGNED to bring the sales message to the consumer at the actual point of purchase by means of receiving sets located in retail stores, a radically new development in radio advertising is being tested in selected A. & P. and Kroger grocery stores in Detroit. The programs are being broadcast daily except Sunday, on Station CKLW, between 10:30 a.m. and noon and 3:30 and 5:00 p.m.

The new plan, which has been developed and patented by the Point-O'-Purchase Broadcasting System, Inc., Detroit, is described as "the missing link between manufacturer and consumer."

National Hookup Planned

FOLLOWING the time-honored principle that buying resistance is most readily overcome when the shopper is in the store, the Point-O'-Purchase System plans to install receiving sets in retail grocery and drug outlets on a nation-wide scale and to broadcast programs during the peak shopping hours.

Although the plan contemplates installation in independent stores as well as those of chain organizations, it will first be put into operation in the outlets of the grocery chains. Participation is limited to 22 national advertisers, each advertiser delivering morning and afternoon sales messages on a rotating schedule which changes daily.

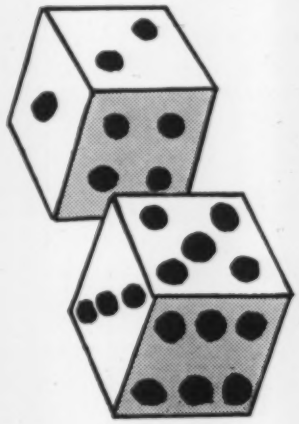
Reach Homes as Well

POINT-O'-PURCHASE broadcasting is not point-to-point, however. The programs, entitled "Your Market Basket", will be carried over established key stations and consequently will reach the home as well as the retail store. This additional home audience is referred to as "bonus coverage."

Store installations will consist of synchronous receiving sets, automatically controlled from a central point, definitely set for reception at a certain wave-length to prevent tampering by store employes—and two or more loud speakers, depending upon the size and layout of the store.

Officers of the Point-O'-Purchase Broadcasting System are: George B. Storer, president of CKLW and an executive of WWVA and WSPD, chairman of the board and treasurer; Joseph H. Neebe, manager of CKLW, president; Thomas R. Walton, vice president; Edward E. Rothman, secretary. In addition to the above, the directorate includes Carlton M. Higbie, chairman finance committee, Eaton Manufacturing Co.; Albert Kahn, President Albert Kahn, Inc., architects; San Pickard, vice president, Columbia Broadcasting System, and R. E. White, Pontiac Sales Manager, Buick-Olds-Pontiac Sales Co.

STEWART L. MIMS has resigned as vice president of J. Walter Thompson Co., New York, after more than 15 years association with the agency.



HERE'S A NATURAL

IT IS no longer necessary to *gamble* with your promotion dollars. Tests by our advertisers and their advertising agencies have conclusively proved that BROADCASTING is the superior medium for coverage of national radio advertisers and their advertising agencies, radio station owners, managers and chief engineers, etc.

An advertising schedule in BROADCASTING will produce results for you . . . here are a few excerpts from letters that tell what it has done for others:

"Our page advertisement announcing open territories in connection with our feature "Tarzan of the Apes," brought nearly a hundred inquiries from stations, advertising agencies and advertisers interested in a proven feature, and a most satisfactory number of new accounts were added."

FREDERICK C. DAHLQUIST, President
American Radio Features Syndicate

"We tabulated the replies received giving reference to BROADCASTING, and those giving reference to another periodical that we used at the same time, and found that the number of replies received through the medium of BROADCASTING was eight times that of the other periodical."

R. E. MESSER, Production Manager
Earnshaw-Young, Inc.

"So far our advertising in BROADCASTING has cost us nothing. We have secured sufficient business because of the ads to more than pay for them.

"Ads in BROADCASTING get results and we know it."

L. B. WILSON, President
Radio Station WCKY
Covington, Kentucky

When You Buy Space in BROADCASTING, You Buy Complete Coverage And Results

Write For Information Regarding Rates — Coverage and Other Data

BROADCASTING
Broadcast Advertising

Closing Dates for Advertising copy
July 15 Issue - - - July 8
August 1 Issue - - July 22
August 15 Issue, August 8
Sept. 1 Issue - - August 22

NATIONAL PRESS BUILDING WASHINGTON, D. C.

60 Texas 'Outlaws' Face Prosecution

Unlicensed Stations Defy Commission's Authority

SPEEDY action against unlicensed broadcasting stations in Texas, which are competing for business with regularly licensed stations, is planned by the Radio Commission in collaboration with the Department of Justice. The stations, most of which have banded together in an association of "independent" broadcasting stations, have challenged the right of the federal government to regulate them, on the ground that they operate in intrastate commerce only and are subject to regulation by the state of Texas.

Prosecution of 10 of the 60 Texas stations had been planned for June 26 at Lubbock, but the special grand jury was dissolved in advance of that date. Steps are being taken by the Department of Justice to call a special jury. In the meantime it is understood that further evidence is being procured and that several arrests may be made in advance of prosecution. Commission counsel will assist the U. S. Attorney for the northern district of Texas in the prosecutions.

NAB Urges Action

PROMPT action against the unlicensed stations in Texas and in other states was urged by the NAB in a letter to the Commission on June 13. Philip G. Loucks, NAB managing director, stated that these stations, aside from violating the law, compete unfairly with licensed stations and create interference with reception.

The attitude of the Texas stations was reflected in an article which appeared in the May 17 issue of the BROWNWOOD (Tex.) BULLETIN, based on a meeting of the "board of directors" of the "Texas Independent Radio Advertising Association." The board deprecated as unfair and misleading the use of the terms "illegal", "bootleg" and "unlawful" in describing the stations.

"The board maintains", said the article, "that as long as the stations do only intrastate broadcasting they are violating no laws or regulations and are within their rights. These stations can be regulated only by the state, the operators say."

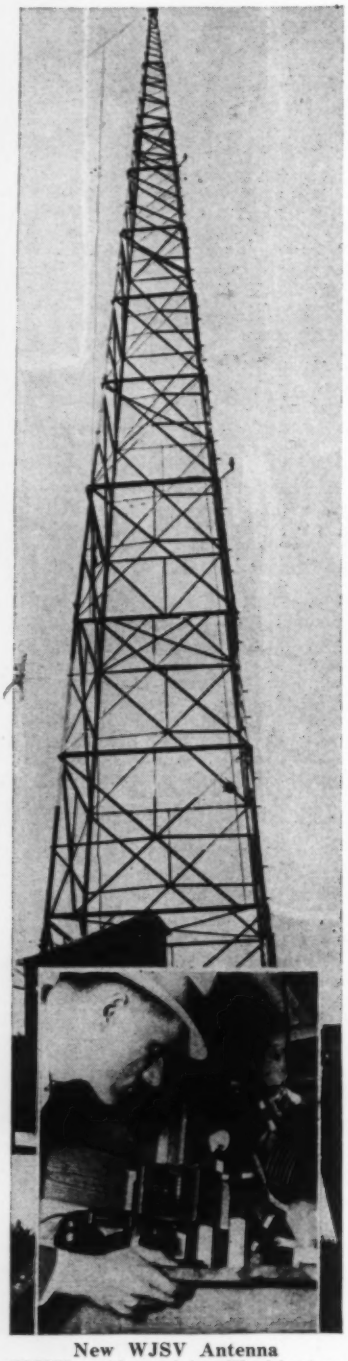
It was reported that 35 stations were represented in person or by proxy at the meeting. Most of the 57 stations in Texas declared to be eligible for membership have joined the organization. B. W. Downing, of Belton, is president of the association.

Other members of the board are E. J. Turner, Denton and Howard Cox, Temple, north Texas district; Sam Morris, Stamford and A. W. Stewart, Brownwood, west Texas district; W. A. Needham, Taylor and Bill Lowry, Austin, South Bend district.

ALAN HAZELTINE, inventor of the radio neutrodyne, was awarded an honorary degree of Doctor of Science at the annual commencement of Stevens Institute of Technology, Hoboken, in June.

DIRECTIONAL ANTENNA SUCCEEDS

WJSV Granted License Renewal After Interference With Naval Station is Stopped



New WJSV Antenna

WJSV, Alexandria - Washington, was granted a regular renewal of license to operate on 1460 kc. by the Radio Commission on June 16 following installation of a new antenna system designed to curtail the station's signal in the direction of the Naval Research Laboratories, Bellevue, D. C. The Navy Department had protested against the station's location, charging ruinous interference with its own high - frequency experiments, and the Commission consequently refused to issue a license to WJSV for its site.

CBS, which owns the station, immediately assigned Frank Falknor, chief engineer of WBBM, Chicago, and an antenna expert, A. B. Chamberlain, CBS chief engineer, Lester Bowman, WJSV, technical supervisor and William Criz, WJSV transmitter engineer, to the task of remedying the trouble. They developed a directional antenna that has worked so effectively during the last month that the Navy has agreed to withdraw its protest.

The license was issued to WJSV on the condition that the directional antenna be retained in operation and that an automatic signal strength recorder be placed at the Naval Laboratory to monitor the signal constantly.

The picture shows one of the two 160-foot towers which are in direct line with the Naval Laboratories. Engineer Bowman is shown inspecting some of the instruments used to regulate the antenna system.

Sharp Budget Cut Forces Dismissals

CHANGES in the Radio Commission's staff, both economic and political, were announced June 23. Added to the legal division were John Wesley Weeks, of Decatur, Ga., and Milus A. Nisbet, of Fayetteville, Tenn., both Democrats, who filled vacancies created by the resignations of Chief Examiner Yost and Examiner Pratt, and the promotions of Ralph L. Walker and George H. Hill to examinerships.

Mr. Weeks came to the Commission from a judgeship in the juvenile court of DeKalb County, Ga., while Mr. Nisbet, formerly secretary to Senator McKellar of Tenn., has been employed as treasurer and credit manager of the Murray Rubber Co., of Trenton, N. J.

Necessitated by the sharp reduction in the Commission's appropriation for the 1934 fiscal year, which begins July 1, the Commission announced dismissals of 10 employees, two of them holding important posts. William E. Downey, assistant chief of the division of field operations, formerly the radio division of the Department of Commerce, was released, as was Edwin W. Lovejoy, acting supervisor in charge of the Seattle office of the field force.

Other employes released included four clerks at Washington headquarters and a similar number in the field. The Commission gave all of them recommendations to other bureaus and commissions created by the last Congress.

Odol Account

ODOL CO. OF AMERICA, Chicago (mouth wash) is now using quarter hour programs on list of midwestern and southwestern stations placed through Broadcasters Advertising Service, 520 North Michigan Ave., Chicago. Local sustaining features with a proven audience are sponsored.

A. N. A Issues Analysis Of Prof. Young's Report Which It Had Rejected

AN ANALYSIS of the report on advertising agency compensation by Prof. James W. Young, University of Chicago, (see BROADCASTING June 1 and 15) has just been released by the Association of National Advertisers, which rejected the report June 8 and voted for a further investigation of the topic. The analysis was done by Albert E. Hease, former managing director of A. N. A. and former associate editor of PRINTER'S INK.

Stuart Peabody, president of A. N. A., in releasing the analysis, which was presented to the executive conference June 8, said:

"Whereas the Association of National Advertisers is very largely concerned with increasing the productiveness of the advertising dollar, we feel that Mr. Young and his sponsors have rendered a distinct service to advertising in bringing the whole question of agency compensation in relation to the total cost of advertising out in open discussion. At the same time we believe that more facts are needed. Until these facts are secured, we do not believe anyone can get a correct picture of advertising costs."

Summary by Hease

MR. HEASE in the summary of his 27-page analysis stated: "Analysis of the Young Report leads to this conclusion: It cannot be accepted as a study on 'Advertising Agency Compensation in Relation to the Total Cost of Advertising', because: (1) the base of the study appears to be too narrow; (2) it gives no light on the legal relationship in the advertiser - agent - publisher situation. *The evidence appears to be insufficient.*

"It is to be regretted that such a conclusion appears to be warranted because many had hopes that from such a study as this information might be obtained which would form a real basis for intelligent discussion on questions such as: (1) should the present system of agency compensation be retained; (2) should it be modified, and (3) should it be completely dropped and, say, a service fee basis substituted?"

Denies Per Inquiry

DIRECT MAIL literature from the Midwest Drug Co., of Fort Wayne, Ind., in which it is indicated that WJR, Detroit, is handling a per-inquiry account for Ju-Van, its weight-reducing remedy, is refuted by L. A. Weiss, assistant general manager of WJR, who stated in a letter to BROADCASTING that "the advertising that we carried on this account was not only charged at our regular card rates but we insisted upon and received cash in advance for every announcement that we broadcast for them."

EXTENSION to Aug. 14, 1933, in the required time for the completion of the new 50 kw. station of WSB, Atlanta, has been granted by the Radio Commission.

RMA Announces Radio Progress Week, Inviting Broadcasters to Participate

September Sales Drive to be Followed by Broadcasting; Advertisers and Agencies Urged to Cooperate

NEW PROSPERITY for the radio industry will be sought in a highly organized campaign contemplated by the Radio Manufacturers Association and into which it hopes to bring broadcasters, advertisers and agencies, as well as equipment manufacturers, distributors and dealers.

Approved at the annual meeting of the RMA in Chicago June 6, the project embodies an intensive sales drive during September and a week of special broadcasting from Oct. 2 to 7, to be known as Radio Progress Week. The latter event may be postponed for a week, to coincide with the NAB convention at White Sulphur Springs, which runs from Oct. 8 to 11.

Two Objectives

EARL WHITEHORNE, of the McGraw-Hill Publishing Co., has been engaged by RMA as director of the campaign. He told the RMA that the campaign will have two objectives: first, to canvass every radio owner and put his set in condition, or to replace it with a new set, and second, to canvass all prospects for new receivers.

"The spectacular broadcasting which will feature Radio Progress Week", he said, "will serve as a basis for sales. People will be urged to get ready for this week of special broadcasting, and it will be a strong incentive right up until the end of September. After the week is over, it will still be a powerful selling argument because of the popular interest which will be aroused and dealers will continue to make a feature of it in their selling."

NBC and CBS, the announcement said, already have pledged their hearty cooperation and a colorful program is assured during Radio Progress Week. Detailed plans, however, were said to be under development, with contacts yet to be made with agencies and national advertisers.

Will Build Audiences

"THE PRIME objective, of course," Mr. Whitehorne said, "will be to awaken a new popular enthusiasm for the present dependability of radio equipment, the perfection of its tone quality and control, and the scope, artistry and excellence of modern programs. This will increase the radio audience and bring direct benefit to the networks, the national advertisers and the advertising agencies. By two months' careful preparation the campaign will develop a selling intensity in September that would not be applied without organized enthusiasm. This intensified selling will create an added volume of business that would not mature without this urgent appeal. It will bring into active cooperation those two major branches of the radio industry, broadcasting and equipment. Manufacturers, distributers and dealers will be promoting the popularity of broadcasting to build up radio circulation. Networks, agencies and advertisers will be improving the appeal of broadcasts to supply radio equipment sales.

"The RMA is confident that if refrigerator dealers through local cooperation could sell a million household refrigerators in 1931, and 900,000 more in 1932, the radio industry can find a new prosperity in the market place this fall, if it will unite to sell radio against the field."

WFIW Louisville Move Allowed by Commission

REMOVAL of WFIW from Hopkinsville, Ky., to Louisville, with its present facilities, was authorized by the Radio Commission June 16 in sustaining the recommendations of Chief Examiner Yost. At the same time the Commission denied the application of WLAP, Louisville local, for the WFIW facilities—1 kw. power, unlimited time on 940 kc.

WFIW is owned by Acme Flour Mills, but it was brought out at the hearing last December that W. E. Vogelback of Chicago, who is associated with Charles C. Dawes, nephew of the former vice president, has a $100,000 purchase option, based on the procurement of authority to move to Louisville. The same interests operate WKBF, Indianapolis.

Removal of WFIW was opposed by WHAS, Louisville, along with WLAP. Whether an appeal will be taken to the Court of Appeals of the District of Columbia could not be ascertained.

KMOX Magic Kitchen

KMOX Magic Kitchen is now demonstrating products of six different manufacturers of foods and household aids. Broadcast each week-day morning from 11:15 to 11:45, Ann Walsh, director, presents to an auditorium audience of about 300 and the regular air audience, household help hints and recipes. Several daily prizes are distributed to the auditorium audience. Manufacturers represented include Kerr Glass Manufacturing Co. (Kerr jars and glasses); Monroe Chemical Co., Quincy, Ill. (Putman's Fadeless Dyers and Perfumed Tints); Acme White Lead and Paint Co., Detroit, and General Electric Co.

Committee Named

TO COOPERATE with the Radio Manufacturers Association and the Institute of Radio Service Men in the development of a public relations campaign for the radio industry as a whole, President Alfred J. McCosker, of the NAB has named a committee of three. They are William S. Hedges, KDKA, Pittsburgh; Leo J. Fitzpatrick, WJR, Detroit, and Henry A. Bellows, CBS Washington vice president.

UNIQUE BEAT
KSTP Beats Newspapers Full Day on Shipwreck

WHEN the passenger steamer George M. Cox was wrecked on a barren reef in Lake Superior, listeners of KSTP, St. Paul, were given an eyewitness account of the disaster and rescue by means of a unique remote broadcast.

The ship crashed near the Rock of Ages lighthouse late Saturday night, May 27, and although it sank in a few minutes all of the passengers and crew were saved. The story broke too late for Sunday newspapers to carry more than a bulletin of the wreck, leaving the fate of the 124 persons on board in doubt.

Stanley E. Hubbard, vice president and general manager of KSTP, immediately began calling Lake Superior ports for information. Shortly after 10 a.m. Sunday, he located George M. Cox, part owner and passenger on the ship, at Fort William, Ontario. He had the long distance telephone call switched through the main control room and William Davidson, of the KSTP announcing staff, then conducted an interview with Mr. Cox which was sent out on the air.

The telephone connection was good and listeners were thrilled by the eye-witness story told by Mr. Cox in a 15-minute interview. The details of the rescue were printed in the morning editions Monday, giving KSTP a clear scoop on the complete story of the wreck and rescue.

Two Announcements Bring 154,000 Requests

MORE THAN 154,000 requests for a trial size of Dr. Lyons' Tooth Powder were received by the sponsor, R. L. Watkins Co., New York, following but two announcements during the "Manhattan Merry-Go-Round" program over the NBC-WEAF network, plus Canadian, Mountain and Orange supplementaries.

Largely as a result of this response, NBC's sponsored mail count for April rose 11 per cent. Indirect fan mail—i. e., letters and cards addressed to NBC and containing comments and criticism—dropped 39.2 per cent under March but was above the April, 1932, figure.

Neebe a Playwright

JOSEPH H. NEEBE, vice president and general manager of CKLW, Detroit-Windsor, was host to a group of guests at the premiere of "Divorce Parade" at the Comedy Theatre, Detroit, June 15. He is co-author of the play, along with Thomas E. H. Black, of Detroit. Mr. Neebe has had three full length plays produced, and a number of his one-act plays were produced by little theatres through the country. Another play by the same two authors, "Candida's Visitor", will be given a tryout in the east this summer by Morris Greene.

W. E. Harkness Retires; First WEAF Manager

Mr. Harkness

RETIRING of his own volition after nearly 40 years in the telephone and radio industry, W. E. Harkness, who was first manager of WEAF, New York, and who since 1929 has been with Electrical Research Products, Inc., was honored recently at a testimonial luncheon by his associates and friends. He plans to combine enjoying his hobbies with the possibility of engaging in private business.

Mr. Harkness joined the old Bell Telephone Co. of Missouri in 1894. In 1904 he went with Western Electric Co., Chicago, doing special engineering studies and sales engineering work. Rejoining the Bell System in 1921, he was assigned to broadcasting activities and became assistant vice president of the division in charge of WEAF. He held that post until the A. T. & T. sold the station to NBC.

Among speakers at the testimonial luncheon were J. E. Otterson, president of ERPI; George K. Heyer, general telephone and apparatus sales manager of Graybar, and George F. McClelland, sales vice president of NBC and Mr. Harkness' associate in the old WEAF.

Floating Radio Station Loses Panama Registry

CANCELLATION of the registry of the ship *City of Panama*, which has been carrying a "floating" broadcasting station and competing with regularly licensed stations in southern California, has been ordered by Panama authorities upon protest of the State Department. The ship's officers, it was learned, have been ordered to silence the station or face the possibility of seizure of the craft by United States authorities.

The *City of Panama* began its "cruises from nowhere" out of Santa Monica on June 2. A makeshift transmitter using about 1 kw. was operated on 815 kc. with the call "RXKR". The station, it was reported, had procured one commercial account paying it about $1,500 monthly, as well as a number of spot announcements. Broadcasters along the coast protested to the Radio Commission, alleging unfair competition and interference, and the Commission immediately notified the State Department.

It is understood also that should the *City of Panama* attempt to continue operations by procuring new registry from some other government, the State Department is prepared to follow through with formal protests in the interests of American radio.

WJR, Detroit, has asked the Commission to extend to Jan. 25, 1934, and Feb. 25, 1934, its two applications to erect experimental television stations.

WCKY has

THE VOICE OF CINCINNA

Associate Station National Broadcasting Company • 5000 Watts Cle

4,917,000 people establish the AUDIENCE.

CLEAR RECEPTION in Greater Cincinnati and 28 other cities of large popula on.

Carry more national network PROGRAMS than any other Cincinnati statio and W
PRODUCES THREE HALF HOURS PER WEEK for the National Broadcas g Com
network.

$743,659,000 net income constitutes the BUYING POWER.

21 years of executive experience in banking and business governs STATION POLICY.

15 years of editing and dramatic criticism on metropolitan dailies supervises CONTINUIT

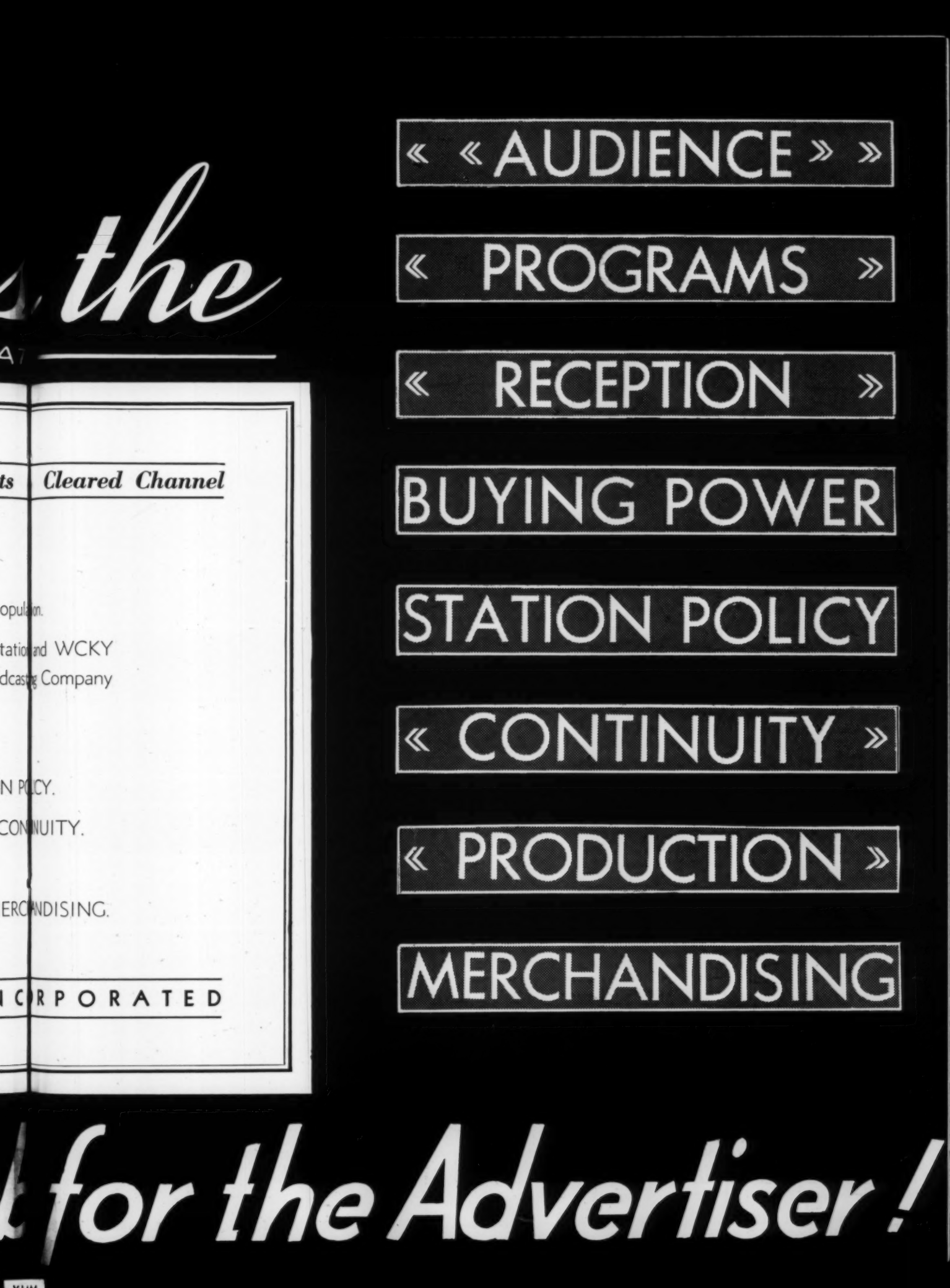
23 years of show business experience directs PRODUCTION.

7 years of marketing experience with leading national advertisers manages MERCHANDIS

OWNED AND OPERATED BY **L. B. WILSON** INCORP

Doing the Real Job

XUM


« «AUDIENCE» »
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ICORPORATED

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Better Times

SIGNS are not lacking that the business of broadcasting, after suffering the severest spring and early summer season since the depression started, is on the upgrade. Though network revenues are at an abnormally low ebb, current reports from the stations indicate a fairly steady volume of local business and a rising volume of national spot accounts. Extensions of network accounts through the summer are partially offsetting the drops, along with the large number of oil accounts and the gradual outcropping of brewery advertising. New and renewal accounts slated for this fall and winter have given rise to high spirits among network and station executives alike.

Perhaps the best barometer of radio business activity is the Business of Broadcasting department of this magazine. The national account listings of leading stations show a gratifyingly large number of new sponsors. The network account listings during the last few issues have announced some excellent new business for summer and fall, including the return of such old-time radio advertisers as G. Washington Coffee, RCA Victor, Frigidaire, Campana, etc.

There can be little doubt that recovery has started, and it is a certainty that the $3,300,000,000 public works bill enacted by Congress, with its attendant rise in employment and purchasing power, will soon bring radio out of the doldrums. Having proved its efficacy as an advertising medium beyond the shadow of doubt, radio needed only the signal of better times—already evident in reopened factories, more men at work and higher prices—to bring natural radio advertisers into the fold.

A Vital Meeting

JOT these dates—Oct. 8, 9, 10 and 11—on your calendar. They will remind you that the eleventh annual convention of the NAB will be held at that time at White Sulphur Springs, West Va. It should be a convention that no progressive broadcaster can afford to miss, whether or not he is an NAB member.

Economic, commercial and technical matters in unprecedented numbers will converge on that meeting. Foremost will be the administration's industrial recovery problem which directly affects broadcasting as a business. Because broadcasting is closely interwoven with virtually every industry that has something to sell, the meeting must work out definite policies on rates looking to the elimination of the time-chiseler and the gyp, as well as the introduction of uniform accounting and trade practices.

Copyright again looms as a salient issue, with indications of developments that may mean money in the pockets of broadcasters which heretofore they have grudgingly paid Tin Pan Alley's copyright combine. Technical matters, which may take into account a prospective sweeping reallocation as the aftermath of the North American radio conference just coming up, will be on the agenda, along with the movement for a horizontal increase in powers of all stations.

All these matters more than involve the station owner. Their effects will spread over the entire industry—advertisers and agencies included—for if a better technical structure is built and if objectionable trade practices are eliminated, the time-user and his agent benefit to a great degree.

At the last NAB convention, in St. Louis, a far-reaching program was adopted when President Alfred J. McCosker, WOR, Newark, took over the industry helm. Virtually all of these commitments have been fulfilled during his administration. But other problems, even more important because of the depressed times, have cropped up and must be coped with. This year's convention will have more dollars and cents aspects than any of the past meetings. It behooves every broadcaster and every radio account man in the agencies to be on hand.

Natural Accounts

AN AUGURY of more business for broadcasting, from one of the most natural sources of radio advertising, can be discerned in the opening of a special radio campaign over CBS sponsored by an association of railroads in the interests of promoting traffic to the Chicago World's Fair. Almost coincidently come intimations from the tobacco industry that prospective rising prices under codes of fair practice to be submitted to the federal industrial recovery organization may bring back cigarette advertising on its former large scale.

Here are two radio "naturals", one offering to sell a service, the other selling a commodity. It has long been a perplexing subject to us to contemplate in particular how slow such great service industries as railroads, public utilities and banks, which of all businesses need to sell their institutional services to the mass of the public, have been in following the lead of great commodity advertisers in using so effective a medium as broadcasting.

Almost without exception the reports that come to us of local railroad accounts tell of their huge success in stimulating regular and excursion traffic to the great satisfaction of the sponsors. We all know that the railroads have been heavy losers of revenues in recent years, yet they continue to be big printed national space buyers while apparently loath to use radio except occasionally and locally.

The day is coming when the big railroads will find they cannot possibly afford to overlook the ether medium. We believe this firmly in the face of the stupid and unexplained agreement among three of the big railroads headquartered in the east—the Pennsylvania, Baltimore & Ohio and New York Central—not to use the radio medium and not even to install radios on their passenger trains. It is significant to note that another major road, the Chesapeake & Ohio, not only has been unwilling to subscribe to this agreement and is using highly effective spot announcements at key points, but also advertises widely the fact that the traveler on its trains can while away the hours listening to radio programs en route.

The RADIO BOOK SHELF

TO THE bibliography of the literature pertaining to the commercial uses of radio, K. K. Koiner of the Marketing Service Division, U. S. Department of Commerce, adds the following surveys which can probably be secured from the sources indicated:

CBS Surveys—"Listening Areas" (1930), Price, Waterhouse Co.; "Audits of Radio-Network Popularity" (1931 and 1932), Price, Waterhouse Co.; "Where They Listen to Columbia" (1932), percentage of radio homes listening to CBS stations in each of 2,072 counties; "Has Radio Sold Goods in 1932", Prof. Robert C. Elder, Massachusetts Institute of Technology.

NBC Surveys—"Survey of Radio Advertising" (1926), by Daniel Starch Associates, Cambridge, Mass.; "Broadcast Advertising" (1929), a history of system, commercial aspects, estimated size of NBC audiences, etc.; "On Estimating Radio Circulation", an article published Aug. 6, 1931, by Roy S. Frothingham, sales promotion department, NBC, San Francisco.

"The Advertiser Looks at Radio" (1930), prepared by Association of National Advertisers, 420 Lexington Ave., New York; when do people listen, measuring effectiveness, information yet to be obtained, potential audience comparisons.

"Radio as an Advertising Medium" (1929), published by Policyholders Service Bureau, Metropolitan Life Insurance Co., 1 Madison Ave., New York.

"An Analysis of Summer Radio Audience in the Philadelphia Buying Area" (1930), University of Pennsylvania, Philadelphia.

"Cooperative Analysis of Broadcasting" (1932), a confidential investigation for participants in survey; sponsored by Association of National Advertisers, with A. W. Lehman in charge, and made by Crossley, Inc.

"Are They Listening?" (1932), a telephone questionnaire survey of 28,947 homes, made by Percival White, Bureau of Advertising, American Newspaper Publishers Association, 370 Lexington Ave., New York.

"Appraisal of Radio Advertising Today", FORTUNE MAGAZINE, September, 1932.

THE INSIDE story of how Paul Whiteman reduced his weight from 303 to 190 pounds in order to persuade Margaret Livingston, Hollywood actress, to marry him is told by Miss Livingston in collaboration with Isabel Leighton in "Whiteman's Burden" (Viking Press, New York; $1.50). Peter Arno's drawings illustrate the book.

We Pay Our Respects to—

STANLEY EUGENE HUBBARD

AN ADVENTUROUS boyhood spirit that sought an outlet in the thrills of "wireless" communication served to introduce Stanley Eugene Hubbard, vice president and general manager of KSTP, St. Paul, to the realm of radio. That same inherent urge for exploring new fields subsequently led him into aviation, but broadcasting won over flying when it came to a final choice of a career in one of these two great industries of the air.

Mr. Hubbard was born in Red Wing, Minn.—just 36 years ago—on June 26, 1897. Red Wing is a little city that nestles in the hills on the west bank of the Mississippi about 40 miles south of the location of the present KSTP transmitter. His father, Frank V. Hubbard, superintendent of schools at Red Wing, died a year or two later and the family moved to the Twin Cities. Mr. Hubbard attended the J. J. Hill School and Central High School in St. Paul, and the University of Minnesota Preparatory School in Minneapolis, before completing his education at the Sheldon School in New York.

In 1912 he began to experiment with radio and built a 250-watt amateur station which was one of the first in Minnesota. Later in that same year he was designated by the superintendent of schools in St. Paul and appointed a page in the Minnesota State Legislature, where he learned that all long distance talking was not a matter of dots and dashes.

The war year of 1917 found him enlisting in the First Battalion of the New York Signal Corps which later was taken into the Federal Service as the 102nd Field Signal Battalion. He served throughout the war and remained in the service until March, 1919, when he entered the automobile and aeroplane business in Louisville. In that same year he established Hubbard Field, the largest independent airport in that section of the country, and also organized the Ohio Valley Aero-Transport Company, the first commercial airline in the United States. This company operated daily service with five-passenger planes between Louisville and Cincinnati.

Pioneering in this new field, Mr. Hubbard was soon recognized as one of the foremost authorities on commercial flying, and in 1920 he organized and became president of Sea Board Consolidated Air Lines. Routes laid out by him at that time are identical to those now being used by large commercial airlines. Through 1921 he continued in commercial flying, including in his experiences barnstorming tours throughout the eastern and southern sections of the country, and to the island ports of Bimini, Nassau, and Cuba. In 1922 he was appointed chief of the Internal Revenue Air Service for the Federal government and organized that department.

In 1923 Mr. Hubbard returned to the Twin Cities and began experimenting with the more modern types of radio, developing new transmitting and receiving circuits, and in 1924 erected one of the early broadcasting stations of the country with the call letters WAMD. Starting as a 50-watt station, WAMD's power and facilities were increased until in 1925 it was operating full time with 1,000-watt power. This transmitter was destroyed by fire in 1927, and in the process of rebuilding a consolidation was effected with KFOY. The call letters were then changed to KSTP. Mr. Hubbard became vice president and general manager, the capacity in which he still serves. Today KSTP has a 50,000-watt transmitter of the latest type, although only using 25,000-watts daytime and 10,000-watts night time.

In addition to his radio activities, Mr. Hubbard finds time to participate in the civic affairs of both Minneapolis and St. Paul, and of the entire state. He is active in the St. Paul Association of Commerce and was one of the organizers of the Junior Association of Commerce. He is a member of the Town and Country Club, the Athletic Club, the American Legion, and the Aviation Club. He is married and has an infant child, Stanley Stub, Jr., born last May 28.

PERSONAL NOTES

J. L. VAN VOLKENBURG, director of operations of KMOX, St. Louis, since last January, has been named president and member of the board of directors of the Voice of St. Louis, Inc. Mr. Van Volkenburg, who is only 29, joined KMOX as sales manager last October.

BURT SQUIRE, formerly general manager of WCFL, Chicago, has been appointed general sales manager of WGAR, Cleveland. Mr. Squire formerly was in charge of the Detroit office of National Radio Advertising and head of the transcription activities of the Columbia Phonograph Co.

JAMES PATT, formerly with the KANSAS CITY STAR and WDAF, on June 19 was named publicity director of KMBC, Kansas City, succeeding Gomer Cool, who is now writing the KMBC Big Brother Club program and otherwise assisting in program production. Mr. Patt is the third of the Patt brothers in radio, the other two being John, manager of WGAR, Cleveland, and Ralph, WGR, Detroit.

RICHARD PATTERSON, NBC executive vice president, attended the wedding of his sister at Bowling Green, Ky. in June, stopping at Cincinnati for a visit with L. B. Wilson, president of WCKY, Covington. Another WCKY visitor was Don Withycomb, NBC station relations.

CARL HAVERLIN, commercial manager at KFI, Los Angeles, on June 17 became a proud father. Mrs. Haverlin is known professionally as Virginia Flohri, soprano. The youngster will be known as Carol Linda.

FRANK C. McBRIDE, commercial manager of KDB, Santa Barbara, Cal., has been made station manager, succeeding L. H. Witherspoon, who has been transferred to KHJ, Los Angeles, to conduct a statistical survey.

EARL C. ANTHONY, owner of KFI-KECA, Los Angeles, in June was elected a delegate to the California convention for repeal of the Eighteenth Amendment.

HOPE H. BARROLL, JR., of Barroll & Co. Inc., Baltimore, investment bankers, has been appointed vice president of WFBR, Baltimore. Leonard O. Groves, auditor, has been elected treasurer.

ALBERT F. FERGUSON, who has had wide experience in newspaper and radio work, has been appointed program manager of WCLO, Janesville, Wis.

FREDERICK R. HUBER, director of WBAL, Baltimore,, and municipal director of music for Baltimore, is one of three to be awarded a civic citation for distinctive service to Baltimore during 1932. The award was made June 14 by the Baltimore Advertising Club.

COL. ALAN G. C. DAWNAY has been appointed to a newly created post in the British Broadcasting Corp., that of controller of the output division.

WALTER E. MYERS, New England representative for NBC, has been elected president of the Boston Advertising Club.

LOUIS G. CALDWELL, Washington radio attorney and former general counsel of the Radio Commission, has been reelected a trustee of Amherst College for a six-year term.

CHARLES STOOKEY, director of the Farm Folks Hour, has been named assistant producer and continuity editor at KMOX, St. Louis.

ARTHUR MOORE, sales director of KUJ, Walla Walla, Wash., was married to Miss Ethel Alexander of the same city May 13. Mr. Moore was at one time on the staff of the ATLANTA JOURNAL.

BORN, to John W. Elwood, vice president of NBC, and Mrs. Elwood, a son, Niles Trammell, at the Wickersham Hospital, New York, June 13.

ROY HASENBALG, who joined the sales staff of WMAQ in 1925 and who has been with the NBC local service bureau in Chicago, has been appointed sales manager of KDKA, Pittsburgh, it was announced June 22 by William S. Hedges, who on June 15 was made general manager of KDKA.

VIRGIL E. MOSER has left KMOX, St. Louis, to become production manager at WAPI, Birmingham, Ala.

SAM PICKARD, vice president of CBS, and Mrs. Pickard were the guests in June of Fred W. Borton, president of the Miami Broadcasting Co., and Mrs. Borton aboard Mr. Borton's cruiser, "The Conchita", on a fishing trip along the Florida keys.

JERE O'CONNOR, on the sales force of KFWB, Hollywood, was married to Ellen Peters Minton at the Mission Inn, Riverside, Cal., in June.

THOMAS KIVLAN, formerly on the sales staff of WIBO, has joined the sales staff of WBBM, Chicago.

LESLIE ATLASS, vice president and general manager of the CBS Chicago division, is on a vacation cruise in his yacht in the Georgian Bay region of the Great Lakes.

W. E. WALKER, business manager of WIBA, Madison, Wis., was guest speaker in the Wisconsin day broadcast of the NBC National Farm and Home Hour June 22.

BEHIND THE MICROPHONE

AFTER 14 years, Stanley A. Todd, announcer of WAAM, Newark, N. J., has been awarded the War Department's Purple Heart and the Silver Star decoration for courageous action in laying wires under heavy bombardment in action near Bois de Consenvoye, France, in the world war.

GUS MACK, manager of Hill Billies at KMTR, Hollywood, has been appointed program director and assistant station manager. He had been manager for the Hill Billies two years and for more than two years was daytime director of KFWB. Leslie Adams, whom he succeeds at KMTR, left late in June for Chicago and New York.

MARJORIE KLAGES of the continuity department of KMOX, St. Louis, was married June 17 to Richard Roseborough of St. Louis. She will continue her radio work upon return from their vacation-honeymoon in the Ozarks.

ARTHUR G. LINKLETTER has been appointed publicity manager for KGB, San Diego.

ALTON HART has returned to KUOA, Fayetteville, Ark., as chief announcer.

CHARLES STEWART LAKE, former announcer at WQAM, Miami, Fla., is now with WTOC, Savannah, Ga.

THE STROLLERS Male Quartet, for several years a popular feature on WFI, Philadelphia, is composed of members of the WFI staff: Ed Lewis, station director; Harold Simonds and John Vandershoot, announcers, and Phil Cooke, staff singer.

LAURENCE HAMMOND, New York radio and fiction writer, has joined the continuity staff of WLW, Cincinnati.

NOREEN GAMMILL, character actress, at KFI, Los Angeles, has published "Sketches From An Old Album", scenes from her radio program, "Album of Familiar Faces."

EUNICE S. ADAMS, of the NBC sales department, New York, was married on June 24 to Joseph H. Cope, of Germantown, Pa. The bride will continue her association with NBC.

BLAINE CORNWELL, staff announcer of WFBR, Baltimore, was married June 4 to Joan Elmer, of Baltimore.

XUM

"SPOT"

the Rochester Trading Area ...Where Business Conditions Are Always *Better than Average*

Unlike many large cities which are dependent upon one industry, Rochester is a city of diversified industries. A slump in one particular line does not ruin business in Rochester.

Among Rochester's industries are cameras, telephone and radio equipment, optical equipment, men's clothing, women's shoes, scientific instruments, haberdashery, and many other lines requiring unusually skilled workers with more than average pay.

In the Rochester Trading Area are found some of the nation's most fertile fruit farms producing a large share of the nation's crop of apples, grapes and peaches.

During the last two years, conditions in Rochester have been better than the average city. Right now, recovery is more rapid than in most centers.

WHAM Covers This Entire Area

With its 25,000 watt transmitter, WHAM is the favorite station in this prosperous area. It originates programs of every type . . . dramatic, musical, comedy . . . many of which have been sent over the N. B. C.'s Blue Network with which the station is affiliated.

WHAM's production staff is prepared to handle your "spot" broadcasting problem. Write for rates and open time.

STATION WHAM

SAGAMORE HOTEL

ROCHESTER, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company

Operating Power: 25,000 watts

260.7 meters

1150 kilocycles

Clear Channel

Full Time

Associated NBC

Western Electric Double Turntable 33 1/3 R. P. M. lateral and vertical pick-up equipment

STANDARD OIL OF CALIFORNIA's new NBC-KGO program "Standard on Parade" has the following in its cast: Capt. Don Wilkie, former U. S. Secret Service man with his true detective tales; Meredith Willson and orchestra; Tommy Harris, the Knickerbockers' quartet, Barbara Blanchard, Helen Musselman and Barton Yarborough.

TRUE BOARDMAN and DOUGLAS Evans, whose speaking voices have been known in Los Angeles radio drama circles, late in June joined the regular announcing staff of KFI-KECA.

MARY FARBER, formerly on the KFI fun factory frolic, has gone with KRKD, Los Angeles, as staff singer. She has done more than a score of recordings for Columbia.

DON B. ELLIS, at one time on the staff of the LONG BEACH, CAL. SUN, has joined KUJ, Walla Walla, Wash., as a writer and announcer of local news broadcasts. All local news broadcast by the station is gathered by KUJ's own staff.

ED. HANNAN, formerly chief announcer of KARK, Little Rock, Ark., has joined the announcing staff of KLRA, Little Rock.

CONQUEST ALLIANCE Co., New York, representing XEB, Mexico City's new 10 kw. station, announces that Senor Luis Alvarez, the Don Alvaro of WMCA, a tenor, has gone to the Mexican capital to participate in the XEB inaugural.

VINCENT H. PERCY, organist, on June 20 celebrated his tenth anniversary in broadcasting by starting "Memories Garden" on WHK, Cleveland, and CBS. Vince's radio experience began with an auditorium program over WJAX, Cleveland, in 1923.

VERA VAN, California singer, has been signed by CBS for a series of sustaining programs.

GEORGE STEFFY, Yankee Network production chief, and Miss Madalyn Howes, of Providence, R. I., were married in Boston June 7.

BORN, to Morton Bowe, of Boston, Yankee Network staff soloist, and Mrs. Bowe, a daughter, Judith, on June 7.

GEORGIA FIFIELD, eight years drama head of KNX, Hollywood, has joined the free lance ranks. She will do drama work for NBC's "Hollywood on the Air" as well as other broadcasts.

NOBLE CAIN, of the production staff of the NBC Chicago division, suffered a broken right leg when he crashed in his own plane at Hastings, Mich., early in June.

VIRGINIA GOSS has been named head hostess of the NBC Chicago division.

R. J. BARRETT, in charge of the service department of the NBC Chicago division, has been detailed as assistant to Miss Judith Waller in handling all NBC broadcasts from the Century of Progress Exposition.

NATE FULLER, former page and later on the junior production staff of the NBC Chicago division, has been transferred to WTAM, Cleveland, as announcer and production man.

MARRIAGE of Miss Elizabeth Durham, of the NBC Chicago press staff, to Russell Barnes, insurance man, on April 19, was announced June 17.

WILLIS O. COOPER, formerly head of the continuity department of the CBS Chicago division, has resigned to work as a free lance writer. At present he is writing the General Tire Co.'s show "Lives At Stake," on an NBC network, and has been commissioned by CBS to resume the "Foreign Legion" show in the fall.

JEFF SPARKS, announcer and production man, returned to WLW, Cincinnati, in June after an absence of several months.

IN THE CONTROL ROOM

CURT PIERCE, former page in the NBC Chicago division, who two months ago was added to the engineering staff as the youngest member of the department, distinguished himself in handling the opening A. & P. Company's broadcasts from the Century of Progress alone early in June.

VINCENT DOYLE has resigned as transmission engineer at WOR, Newark, to assume charge of the police radio station at Bayonne, N. J., with the rank of lieutenant.

BORN, to Fred Clarke, chief engineer of WQAM, Miami, Fla., and Mrs. Clarke, a girl, Gail Jean, early in May.

JOSEPH E. CHAMBERLAIN, formerly of the radio transmitter laboratory of General Electric Co., Schenectady, and John C. Bailey, just out of Purdue University, have been added to the engineering staff of WLW, Cincinnati.

LEE H. GREER, technical supervisor of KSO, KWCR and WIAS, the Des Moines Register & Tribune stations, recently made an inspection tour of stations in Minnesota, Wisconsin and Illinois, visiting WCCO, KSTP, WIBA, WHA, WTMJ, WJRN and WLS.

ROY TINDALL of San Diego, has joined the technical staff of KMTR, Hollywood.

MAXWELL KELCH, technician at KMPC, Beverly Hills, Cal., in June was graduated with a B.A. degree in physics from the Los Angeles branch, University of California.

W. C. MOORE left NBC in San Francisco as studio engineer the middle of June, with G. H. Cassidy succeeding him.

GRAHAM TEVIS, chief audio engineer at KMOX, St. Louis, has received a $75 prize for winning fourth place in the First Annual Leica Salon Contest (amateur photography) held in New York last spring.

BILL KELLER, WJJD, Chicago, engineer, and Miss Freida Paul, of Chicago, are to be married in July.

K. W. PYLE, chief engineer of KFBI, Abilene, Kan., has been promoted to station director, succeeding J. Buryl Lettridge, who has joined the Willet Co. KFBI also announced that on June 21 A. E. Crockett, formerly in charge of its transmitter, has left to join XER, the Brinkley station at Villa Acuna, Mexico, and that Paul Daniels has been promoted to chief operator.

New "Ham" Regulations

NEW AMATEUR regulations, substituting combination station-operator licenses in lieu of the separate licenses heretofore issued, and containing an entirely new setup for taking examinations, were promulgated by the Radio Commission June 23. All go into effect Oct. 1, with the exception of the regulation making the 1,800-2,000, 28,000-28,500 and 400,000-401,000 kc. bands available at once for radiotelephony. Examinations of applicants residing within 125 miles of Washington, the 20 district inspection offices or 11 cities where quarterly examinations will be held are to be by supervisors, with all others examined by mail and all papers graded in Washington. Copies of the complete regulations, including various technical requirements and restrictions, will shortly be made available at the Commission.

BACK of the CONFEDERATE MEMORIAL

We are proud of the statues that stand in our "squares." They represent a heritage that should mean a good deal to marketing men. A heritage of gentility that expresses itself in nice things—well-appointed, well-run homes. A background that makes a unique market for merchandise.

And we have the money to indulge these tastes—because the ground costs less, the home costs less to build, the maintenance, at any given social level, costs less. That leaves money over for the things you sell. It makes the South a much better market than bald income-statistics would make you think.

That is the market on which WSM's low rate-card is based. The national market you cover at the same time, because of our great 50,000-watt signal, is our gift to you.

WSM has only one rate card for all comers. You don't have to be shrewd to buy it, but it is shrewd to do so.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK, CHICAGO, ATLANTA, SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WGN, Chicago, reports the following accounts: Carson Pirie Scott, Chicago department store, exercise program, six mornings weekly; Kitchen Art Foods, Chicago (2-minute dessert), Francis X. Bushman, three days weekly, thru Rogers & Smith, Chicago; Battle Creek Food Co., Battle Creek, Mich. (health foods) serial story, three days weekly, thru Erwin Wasey & Co., Chicago; Kellogg Co., Battle Creek, Mich. (breakfast foods), singing and talking feature, five days weekly thru N. W. Ayer & Son, New York; Listerine Co., New York (toothpaste and tooth brushes), serial story, six days weekly, Lambert & Feasley, New York; Minit Rub Corp., St. Louis (lotion), sports reporter, six days weekly, thru Neisser-Meyerhoff, Chicago; Berland Shoe Stores, Chicago, drama once weekly, Louis E. Westheimer Co., St. Louis; Atlas Brewing Co., Chicago (Atlas Special Brew) Quin Ryan in "Headlines of Other Days", nightly, thru McJunkin Advertising Co., Chicago; Miller High Life Co., Milwaukee (beer), musical show, once weekly, thru Zimmer Keller, Detroit; Mandel Brothers, Chicago department store, bridge expert, thrice weekly.

WNAC, Boston, reports the following accounts: Nantasket Beach Steamboat Co., Boston (excursion trips), dramatizations of circus anecdotes, three days weekly, June 2 to Aug. 30, thru Greenleaf Co., Boston; Crystal Corp., New York (Outdoor Girl cosmetics), transcription of Harold Stern's orchestra, Fridays, June 2 to Aug. 25, thru Hanff-Metzger, New York; Red Top Malt Co., Cincinnati, baseball scores daily, May 21 to Sept. 30, thru Jesse M. Josephs, Cincinnati.

WCFL, Chicago, reports the following accounts: L. L. Guthrie, Chicago (Odol), concert orchestra, 52 weeks, thru Ruthrauff & Ryan, Chicago; Dice-Jones, Inc., Chicago (Country Club beer), sports broadcasts, 52 weeks, Phillip O. Palmer Adv. Agency, Chicago; Chicago agent for Rogers Clothing Co., night court, 26 weeks, thru C. P. McAssey, Chicago.

KMBC, Kansas City, Mo., reports the following accounts: H. J. Heinz Co., Pittsburgh (rice flakes) renewal of "Tarzan" transcription, 5 days weekly, to Aug. 18, thru Maxon, Inc.; Hudnut Sales Co., New York (face powder) transcription of Nat Brusiloff and orchestra, 5 days weekly, 10 weeks, thru Calkins & Holden, New York; Crazy Crystals Hotel Co., Mineral Wells, Tex. (Crazy Crystals mineral water), singing team and guitar, two evenings weekly, 52 weeks, direct; Chrysler Motors, Detroit, two 5-minute transcriptions for Plymouth and Dodge, 13 times from June 19, thru SHB; Household Finance Corp., Chicago (loans) transcription renewal, once weekly, 13 weeks, thru Charles Daniel Frey, Chicago.

KUOA, Fayetteville, Ark., reports the following accounts: Crazy Water Hotel Co., Durant, Okla. (Crazy Crystals mineral water) daily transcriptions, direct; Griffin Grocery Co., Muskogee, Okla. (Polar Bear coffee) daily transcriptions, thru Pringle & Barry, Fort Smith, Ark; John Brown Schools, Siloam Springs, Ark., daily studio program, direct; Hennafoam Products, New York (shampoo), "News Parade", weekly transcription, thru Marben Advertising Corp., New York.

WOR, Newark, reports the following accounts: John H. Woodbury and Andrew Jergens Co., Cincinnati (beauty aids), "Radiant Revue", Sundays, 13 weeks; Joubeat Cie, Inc., (perfumes, powders, etc.) 5-minute announcements, thrice weekly, two weeks, thru Stanley Gunnison, Inc., New York; Stanco, Inc. (Nujol) 5-minute announcements, 5 days weekly until further notice; New York American (American Weekly), dramatizations of stories, Fridays, 52 weeks, thru Eugene Forker, New York American representative; James H. R. Cromwell on his book "The Voice of Young America", thru Sweetland Advertising, Inc., New York.

WBBM, Chicago, reports the following accounts: Stanco, Inc., New York (Flit), announcements five days a week for indefinite period, thru McCann-Erickson, New York; United Remedies, Chicago (Peruna, Germania Tea, Kolorbak) hour daily except Mondays, 52 weeks from June 13, thru Heath-Seehof, Chicago; Red Star Yeast Co., Milwaukee renewal for three morning 15-minute programs a week, 13 weeks from June 12, handled direct.

THOMSON & TAYLOR Co., Chicago (root beer extract) has placed one-minute announcements on several stations for varying periods running thru the summer; account handled by Mason Warner, Chicago, and SHB. Stations include WBBM, WTAM, WOC-WHO, KFBI, WOW, KSTP, WTAQ, WKBH, KLZ and KFYR.

PERKINS PRODUCTS, Chicago (Kool-Ade drink) thru Mason Warner, Chicago, and SHB, has placed two-minute announcements on a list of stations to run for indefinite periods thru the summer. Stations include WBBM, WLW, WGAR, WOC, WCAU, KMOX and WJR.

WESTERN Co., Chicago (Dr. West tooth brushes and toothpaste) purchased time for 56 announcements on WWJ, Detroit, for four weeks effective June 15. A like number of announcements purchased on WJR and CKLW; handled by Mitchell, Faust, Dickson & Wieland and SHB, Chicago.

MORTON SALT Co., Chicago (smoke salt) has purchased a 15-minute period each Saturday night on WSM, Nashville, for 13 weeks effective Oct. 21; handled by Wade Advertising Agency, Chicago.

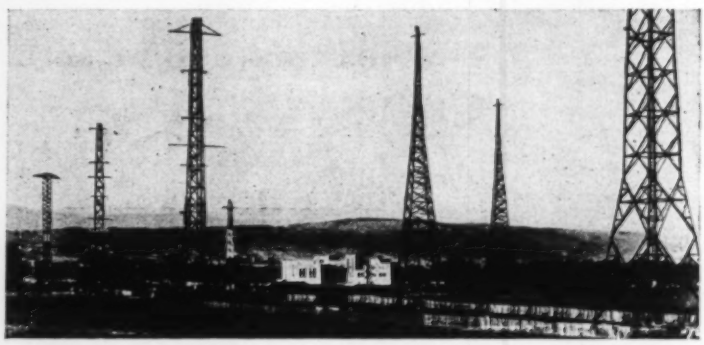
KYW, Chicago, reports signing Chicago, Duluth & Georgian Bay Co. (water excursions) for six daily announcements effective June 18 thru Charles Touzalin agency and SHB, Chicago. Richard Hudnut Co., New York (cosmetics) has placed 15-minute transcriptions Monday to Friday inclusive in evening time for 13 weeks from June 26; handled by Calkins & Holden, New York. Campana Corp. Batavia, Ill. (Italian Balm) using one-minute announcements three nights a week from June 5 for indefinite period; handled by McCann-Erickson, Chicago. Nurito Co., Chicago (proprietary remedy) using daily two-minute announcement 52 times effective June 12; handled by Green, Fulton, Cunningham, Chicago. Chrysler Corp. Detroit (Plymouth and De Soto motor cars) sponsoring 5-minute periods three nights a week for 5 weeks effective June 19; handled by Erwin, Wasey & Co., Chicago, and SHB, Detroit. American Fireworks Co., Chicago, sponsoring 15-minute record program on Sunday Sunshine Hour for indefinite period; handled direct.

WDBJ, Roanoke, Va., reports the following accounts: Dodge Motor Co., Detroit, 100-word announcements, 26 times thru SHB; Riesser Co., New York (Venida shampoo oil and Waveset), daily announcements, four weeks, thru George H. Field, Inc.; Kerr Glass Mfg. Corp., Sand Springs, Okla., announcements, twice weekly, 13 weeks, thru Rogers-Gano Adv. Agency; Lubal of the East, Charlotte, N. C. (motor lubricant) announcements, four times weekly, eight weeks, direct.

WTMJ, Milwaukee, reports the following accounts: Nyal Co., Detroit (drugs) three days weekly, quarter hour, thru Reincke-Ellis-Younggreen & Finn, Chicago; Texas Military College, Terrell, Tex., announcements, direct; Shell Petroleum Corp., St. Louis (gas and oil), announcements 3 nights weekly, thru J. Walter Thompson Co., New York.

WCKY, Covington, Ky., reports the Peter Ibold Co., Cincinnati (Peter Ibold cigars) presenting weather forecasts mornings and evenings, with listeners writing in for weekly crossword puzzles for which three boxes of 50 cigars are awarded as prizes.

SINCLAIR REFINING Co., New York, has assumed sponsorship of the Golden Tower Minstrels, an all-star weekly presentation heard on WJR, Detroit, for several years.



STATIONS HBP-HBL—A truly international broadcaster is this League of Nations short wave relay transmitter near Geneva, which carries official communiques both by voice and code to the far corners of the earth. Station is frequently heard by short wave listeners in the United States, and delegates have been broadcasting from it to their homelands via land lines from the current London Economic Conference.

WFI, Philadelphia, reports the following accounts: Bulova Watch Co., New York, time signals, 10 weekly, 52 weeks, thru Biow Agency, New York; Cresota Flour Co., New York, home economics program, daily, 13 weeks; Collins Nurseries, Moorestown, N. J., spot announcements Saturdays, 26 weeks Blum Adv. Co., Philadelphia; Coty, Inc., New York (perfumes and powders) three times weekly, 13 weeks, direct; General Tire Co., Philadelphia, 10 spot announcements weekly, 4 weeks, direct; Kimball Piano Co., Chicago, spot announcements daily, 5 weeks direct; Thomas Mastindale Co., Philadelphia (health foods), health talks daily, indefinite period, direct; John B. Stetson Co., Philadelphia (hats) thrice weekly, indefinite period, direct.

WNOX, Knoxville, Tenn., reports the following accounts: Stanback Co., Salisbury, N. C., 312 announcements, direct; Netherland-Plaza Hotel, Cincinnati, 26 announcements, thru Proctor and Collier Co., Cincinnati; Knoxville Ice Dealers Ass'n., daily quarter hour; V & M Engineering Co., Nashville (swimming pools), daily sport announcements; Sterchi Brothers Stores (furniture chain), 39 15-minute programs, three times weekly, local; Seiberling Tire and Rubber Co., Akron, Seiberling Singer transcriptions, twice weekly, thru local jobber; B. F. Goodrich Rubber Co., Akron, ten 5-minute transcriptions, thru local jobber; King's Brewery, Brooklyn, thirteen 15-minute Jones and Hare transcriptions, twice weekly, thru Chattanooga jobber.

THE J. A. FOLGER Co. (coffee) of San Francisco has renewed its Lee S. Roberts program on NBC's KGO and KFI, but has decreased it from thrice weekly to Friday mornings at 8:15 a.m. Botsford, Constantine & Gardner, San Francisco, handles account.

KJBS, San Francisco, has a new sponsor in the Cyclops Refrigerator Co. (electrical refrigeration) which on June 15 began a series of three quarter hours weekly. The programs use a contest idea, offering a pair of round trip tickets to Vancouver, via the East Indian Ocean Line, to the contestant submitting the best radio announcements extolling the virtues of the Cyclops refrigerator.

WBBM, Chicago, reports signing Illinois Meat Co., Chicago, (Broadcast Corned Beef Hash) featuring Eddie and Fannie Cavanaugh 6 afternoons a week for 15 minutes for an indefinite period; handled direct. Chrysler Corp., Detroit (Plymouth and De Soto motor cars) using 26 announcements, daily starting June 20; handled by Erwin, Wasey & Co., Chicago, and SHB, Detroit. Detroit & Cleveland Navigation Co., Detroit (steamship transportation) sponsoring 15-minute program Tuesday and Thursday nights during summer months, thru Grenell Adv. Agency, Detroit.

PURITAS DISTILLED WATER Co., Los Angeles, Southern California bottling and distributing group, has taken on sponsorship for the KFI "Makers of History" series which has been a sustaining feature for many months. Program will run for 18 weekly programs with renewal options. Each broadcast includes dramatization of one American historical event and one sports event. McCarthy Co., Los Angeles agency, handles account.

RIO GRANDE OIL Co., Los Angeles, on June 13 renewed the Chandu series (not transcriptions but live cast) for 13 weeks, five evenings a week, over KDB, Santa Barbara, and KHJ, Los Angeles. Earnshaw-Young, Inc., Los Angeles, handles account.

SPONSORS of "The General Builds a House", a play on WBAL, Baltimore, include the O. K. Wells Development Co., the Pinehurst Co., General Electric and other sub-contractors engaged in constructing the model house. The contract, placed direct, is for 16 weeks.

The "SHOE-LESS" South?

A MILLION FAMILIES RIDE IN AUTOMOBILES IN THE WBT AREA!

The charming and capable Secretary of Labor put a popular fallacy into words the other day, when the phrase "the shoe-less South" was spoken.

The fact that, in WBT's primary and secondary listening area of 376 counties, 1,043,898 motor cars are registered* should go far to disprove an allegation both unfair and untrue.

Alert advertisers and agencies would do well to investigate the possibilities of "the shoeless (?) South", destined to be the scene of intensive campaigns to conquer markets which will pay handsome tribute on the rising tide . . .

. . . with WBT as the strongest weapon available to win the Carolinas!

* See "Listening Areas of the Columbia Broadcasting System".

Station WBT, Incorporated
25,000 Watts

Southern Key Station of the Columbia Broadcasting System

Charlotte .. North Carolina

and RADIO SALES, INC., 485 Madison Avenue, New York
410 North Michigan Avenue, Chicago

CKLW, Windsor-Detroit, reports the following accounts: H. J. Heinz Co., Pittsburgh (Heinz Rice Flakes), "Tarzan of the Apes", 5 times weekly, 13 weeks, thru Maxon, Inc., Detroit, and WBS; Chas. H. Phillips Chemical Co. New York (Milk of Magnesia), 5 "Penrod & Sam" transcriptions weekly, indefinitely, thru Blackett-Sample-Hummert, New York, and WBS; Borden Milk Co., Detroit, 3 studio programs weekly, indefinite period, direct; Vernors Ginger Ale, Detroit, weekly studio programs, police dramas, 13 weeks, thru Bernard Wohl & Co., Detroit.

WLS, Chicago, reports John F. Jelke, Chicago (Good Luck Margerine) sponsoring 5-minute program 3 mornings weekly effective June 16 for 13 weeks; handled by Blackett-Sample-Hummert, Chicago. Other accounts reported by WLS include Detroit White Lead Co., Detroit, using two-minute announcements three afternoons a week for indefinite period; handled by Henri, Hurst & McDonald and SHB. S. O. S. Co., Chicago (cleaner) is using 5-minute periods for indefinite period from June 1; handled by Henri, Hurst & McDonald and SHB.

WFBR, Baltimore, reports the following accounts: Abner Drury Brewery, Washington, "Rajput" transcription, 3 times weekly for two months, thru Henry J. Kaufman, Washington; Noxema Chemical Co., Baltimore, Md. (Noxema Skin Cream) 4 evening spot announcements weekly for 2 months, thru Ruthrauff & Ryan, New York; Bulova Watch Co., New York, time signals, twice daily for one year, thru the Biow Co., New York.

PILLSBURY FLOUR MILLS, Minneapolis, has renewed sponsorship of "Today's Children" on WMAQ, Chicago, for 13 weeks effective June 26. Series is broadcast five mornings a week and account is handled by Dollenmayer Advertising Agency, Minneapolis.

Spot Sound Effects

USE OF sound effects in conjunction with spot announcements is proving effective at WBT, Charlotte, N. C. The whirl of an airplane propellor precedes a lubricant announcement, the slogan of which is "Take off with Lubal!" Ocean waves roll before a seaside resort hotel spot is used, and the sound of a locomotive calls attention to a special sale in men's clothing.

INGLEWOOD PARK ASSOCIATION, Inglewood, Cal. (cemetery), has renewed for another year over KHJ, Los Angeles, with weekly concert programs. Paul Winans, Los Angeles agency, handles the account, which has been on KHJ for four years. Frederick Stark, German-American conductor, will direct series.

KUJ, Walla Walla, Wash. reports signing the Sperry Flour Co., San Francisco for two-a-week morning transcription program titled "Martha Meade" by MacGregor & Sollie, San Francisco. Westco Advertising Agency, San Francisco, handles account.

THE WATCH TOWER, Brooklyn, arranged for the rebroadcasting of transcriptions of three of Judge Rutherford's sermons, delivered last April over a national network, over close to 200 stations on June 18 and 25 and July 2.

HIRAM RICKER & SONS, South Poland, Me. (Poland water) on June 27 started script program on WABC, New York, to run Tuesdays, 9-9:30 p.m. McCann-Erickson, Inc., New York, handles account.

SUMMER
BROADCASTING
ON
WIL

There is no summer retrenchment on WIL. More new accounts are coming on this station now than at any time in the past year.

■

Write For Our Low Summer Rates.

WIL

ST. LOUIS, MO.

NETWORK ACCOUNTS

G. WASHINGTON COFFEE REFINING Co., Morristown, N. J., on Sept. 27 returns to the air with "Adventures of Sherlock Holmes" on basic NBC-WJZ network and CRCT and CFCF, Weds., 7:30-8 p.m., EST, and KOA, KDYL, KGIR, KGHL, KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, 12:15-12:45 a.m., Thursdays. Cecil Warwick & Cecil, New York, handles account.

PEPSODENT Co., Chicago (toothpaste, antiseptic and cream) on July 13 renews "The Goldbergs" daily except Saturdays and Sundays, 6:45-7 p.m., EST, over following NBC network: WEAF, WEEI, WJAR, WTAG, WCSH, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, WOW, WDAF, WLIT (Mon., Wed., Fri.) and WFI (Tues., Thurs., Sat.). Lord & Thomas, Chicago, handles account.

CARNATION Co., Milwaukee (evaporated milk) on July 3 starts "Contented Program," with orchestra directed by Morgan Eastman, the Commodores Quartet, Lullaby Lady and Gene Arnold, Mondays, 9-9:30 p.m., EST, over following NBC network: WGY, WBEN, WCAE, WTAM, WWJ, WLW, WENR, KSD, WOC-WHO, WDAF and WTMJ. Erwin, Wasey & Co., Chicago, handles account.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York (gasoline and oil) on June 27 started "The Road Reporter" on 8 CBS stations, Tuesdays and Thursdays, 7:30-7:45 p.m. Network comprises WABC, WNAC, WCAO, WJSV, WHEC, WFBL, WBT and WCAU. J. Walter Thompson, New York, handles account.

AMERICAN RAILWAYS (joint railroad account) on June 29 was scheduled to start a program series on 25 CBS stations, Mondays and Thursdays, 8:45-9 p.m., EST. The Caples Co., handles account.

FRIGIDAIRE Corp., Dayton, O. on July 14 starts program on 54 CBS stations with Jane Froman and Howard March alternating on Wednesdays and Fridays, 10:30-10:45 p.m. The Geyer Co., Dayton, handles account.

PREMIER PABST SALES Co., Chicago (Pabst-ett cheese) on June 16 started Ben Bernie and orchestra, with recipe talk by Mrs. Grace Gray, on special NBC network of WENR, WTMJ and KSTP, Fridays, 12-12:30 p.m., EDST. Matteson-Fogarty-Jordan Co., Inc., Chicago, handles account.

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain groceries) on April 24 renewed "A. & P. Gypsies" on NBC-WEAF network, including WEEI, WTIC, WJAR, WCSH, WTAG, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC-WHO, WOW and WDAF, Mondays, 8-8:30 p.m., EST. No agency.

PRIMA COMPANY, Chicago (beverages) on July 6 will sponsor broadcast of baseball game between stars of National and American Leagues at Chicago over all CBS stations available, from 2 to 4 p.m., approximately. Green, Fulton, Cunningham Co., Chicago, handles the account.

NORTHAM WARREN Corp., New York (Cutex) announces the following station additions to NBC-WJZ program featuring Phil Harris and orchestra Fridays, 9-9:30 p.m.: June 23, WJZ, WBAL, WMAL, WBZA, WSYR, KDKA, WGAR, WCKY, WLS, KWCR, KSO, KWK, WREN and KOIL; June 23, KGO, KFI, KGW, KOMO, KHQ, KOA, KDYL, KGIR, KGHL.

BARBARA GOULD, Inc., New York (cosmetics) on June 22 renewed "Have You Heard?" on 13 CBS stations, Thursdays, 10:45-11 a.m. Redfield-Coupe, Inc., New York, handles account.

GENERAL FOODS Corp., New York (Post Toasties) on June 26 renewed "Paul Wing, the Story Man," over 5 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 4:45-5 p.m., EST. Same sponsor (Diamond Crystal Salt) on July 6 renews "Cape Diamond Light," dramatic sketches, over 6 NBC-WJZ stations, Thursdays, 7-7:30 p.m., EST. Same sponsor (Maxwell House coffee) on July 6 also renews "Maxwell House Showboat" over 49 NBC-WEAF stations, Thursdays, 8-9 p.m., EST, with repeat at 12-1 a.m., EST, for KGO, KFI, KGW, KOMO, KHQ, KFSD, KTAR, KOA and KDYL. Last Maxwell House will be Sept. 21 and on Sept. 22 program to NBC-KGO network will be 9-10 p.m., EST. Benton & Bowles, New York, handles all accounts.

LAMONT CORLISS & Co., New York (Pond's cosmetics) on Aug. 25 renews "Vanity Fair" program, Fridays, 8:30-9 p.m., EST, on NBC-WEAF network, including WJAR, WTAG, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WEBR, KSD, WOC-WHO, WOW and WDAF. Same company advertising Nestle's chocolate, starts program (undecided) on same date over NBC-WJZ network, including WBZ-WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WLS and KWK, Fridays, 7-7:30 p.m., EST. J. Walter Thompson Co., New York, handles accounts.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals) announces the following additions of stations on NBC-WEAF network for Gene Arnold and Commodores program on respective dates: June 8, WBAP, KPRC and WOAI; June 11, Sundays, KGO, KFI, KGW, KOMO, KHQ, KOA and KDYL; June 15, Thursdays, KOA, KDYL; July 3, Mondays, KOA, KDYL, KGO, KFI, KGW, KOMO and KHQ; July 5, Wednesdays and Fridays, KOA, KDYL, KGO, KFI, KGW, KOMO and KHQ.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips Dental Magnesia) on July 3 renews "Hot From Hollywood" on 22 basic CBS stations, Mondays and Wednesdays, 8:45-9 p.m., with Tuesday added beginning Sept. 25. Blackett-Sample-Hummert, Inc., New York, handles account.

HORLICK'S MALTED MILK Co., Racine, Wis., on Sept. 7 will add following stations on Thursday to "Adventures in Health" program, now on NBC-WJZ, Tuesdays and Fridays: WJZ, WBZA, WBAL, WHAM, KDKA, WJR, WLS, KOIL, WREN, KWK.

BAYER Co., New York (aspirin) on July 16 renews its "Album of Familiar Music" over 46 NBC-WEAF stations, Sundays, 8:30-9 p.m., EST. Blackett-Sample-Hummert, Inc., New York, handles account.

RICHFIELD OIL Corp. of New York, on July 3 renews "Country Club" program with Grantland Rice and others on 17 CBS stations, Mondays, 10-10:30 p.m. The Paul Cornell Co., New York, handles account.

LOUIS PHILIPPE, Inc., Chicago (cosmetics) on June 20 added New Orleans and Atlanta to CBS network for program Tuesdays Wednesdays, Thursdays, Fridays, 1-1:15 p.m.

DR. PAINLESS PARKER, long an advertiser on smaller stations, on July 11 will begin 52 weeks of Tuesday night quarter hours on three stations of the Pacific Coast NBC network—KGO, KFI and KFSD. Emil Brisacher and Staff, San Francisco, handles account.

GENERAL MILLS, Minneapolis, has renewed the Betty Crocker twice-a-week studio program for one year from June. Program originates from KFRC, San Francisco, and thence to Don Lee-CBS chain. Westco, San Francisco, handles account.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by NATIONAL ADVERTISING RECORDS, these being supplemental to the lists carried in previous issues of BROADCASTING.

Crystal Corp., New York (Outdoor Girl cosmetics).
Dolly Madison Cake Co., Los Angeles (bakery products).
First Ind. Loan Co., Los Angeles.
Forhan Co. Inc., New York (toothpaste).
Marion R. Gray Co., Los Angeles (haberdashery).
Grocers Association, Los Angeles.
Hudson Motor Car Co., Detroit.
International Nickel Co., New York (Monel metal).
Kwickorn Sales Co., Los Angeles (muffins).
Luer Packing Co., Los Angeles (sausage).
Geo. W. Luft Co., Long Island, N. Y. (Tangee rouge & lipstick).
MacMillan Petroleum Corp., Los Angeles (gasoline & oil).
McCormick & Co. Inc., Baltimore (garden insecticide).
National Grocery Co., Seattle.
Nutt Bros., Los Angeles (cookies, etc.).
Odol Co. of America, Chicago (mouth wash).
Old Mission Laboratories, Pasadena, Calif. (Old Mission tablets).
Paramount Publix Corp., Los Angeles (motion pictures).
Philip R. Park Co., Los Angeles (Parkelp food).
Sunmaid Soap Co., Los Angeles.
Texas Military College, Tyler, Tex.

OTTO K. OLESEN, 1560 North Vine St., Hollywood, operating the Olesen Illuminating Co. Ltd. for many years with searchlight advertising, sounds trucks and other activities, recently established the Otto K. Olesen Sound Studios at the same address. His recording work, sound truck, public address installations, sound stage and similar activities will continue under the new name.

FREEMAN LANG SOUND STUDIOS, Hollywood, have gone into production for "Mirth Parade," weekly fun quarter hour with Don Wilson, KFI-KECA's chief announcer, as drum major. Series will be distributed through Radio Transcription Co. of America to 150 stations which take the Freeman Lang output in block or unit sales agreement.

GEORGE H. FIELD, Inc., 444 Madison Avenue, New York, has been appointed eastern representative of the Radio Transcription Company of America, Ltd., Hollywood and Chicago.

Appeals Court Sustains Three WLOE Decisions

DELETION of WLOE, Boston, was sustained by the Court of Appeals of the District of Columbia, in a decision on June 19 affirming the Radio Commission. In two related cases, involving the same station facilities, the court also sustained the Commission in its denials of applications for WLOE's facilities by others.

A new appeal was filed with the court on June 23 by the Laconia Radio Club, licensee of the 100 watt WKAV, Laconia, N. H., ordered deleted by the Commission for alleged failure to serve public interest. Upon motion of both the Commission and the applicant, the court on June 21 dismissed the appeal of KWEA, Shreveport, La., from the Commission's decision authorizing WJBO to move from New Orleans to Baton Rouge.

PROSPECTS

FULLER HILL Corp., 160 E. Illinois St., Chicago (Harriet Hill cosmetics and Odento and Fuller's toothpaste) is making up lists from month to month, including radio advertising which is placed direct with local stations by O. L. Davis, advertising manager. Agency is C. Wendell Muench Co., Chicago, and appropriation is $60,000 to $90,000 a year.

EDW. B. HITTLEMAN BREWERY, Brooklyn, N. Y. (Goldenrod Certified Lager, Edelbrau and Munch beer) will use radio, newspapers and outdoor advertising in a $450,000 campaign to be handled by Fertig, Slavitt & Gaffney, Inc., 150 Madison Ave., New York.

NACOR MEDICINE Co., 405 State Life Bldg., Indianapolis (Nacor tablets) makes up lists during July, October, January and April, using radio with other media. M. L. Haymann is president in charge of advertising, for which there is an annual appropriation of $50,000. Advertising is placed by Russel M. Seeds Co., Lemcke Bldg., Indianapolis.

MIDLAND FLOUR MILLING Co., Board of Trade Bldg., Kansas City, will use radio with other media in lists being made up in July. Gordon B. Wood is advertising and sales manager. Appropriation is $75,000. Calkins & Holden, New York, handles account.

THE BISMARCK HOTEL, Chicago, plans to use 15 radio stations, as well as other media, in an extensive advertising campaign tie-in with the World's Fair. The Brandt Advertising Co., Chicago, is handling the campaign.

TITMAN FOOD PRODUCTS Co., New York, is a new firm just organized by Benjamin Titman, former head of Van Camp Products Co. Its agency is Thomas M. Bowers Advertising Agency, Chrysler Bldg., New York.

COMMUNITY Advertising for the city of St. Louis, which will include radio with other media, has been placed in the hands of Jimm Daugherty, Inc., St. Louis agency.

MARINESIA LABORATORIES, San Francisco (Marine milk of magnesia and magnesia dental cream) will use radio and newspapers in a campaign in California to be handled by the Long Advertising Service, San Jose, Cal.

THE MUSTEROLE Co., Cleveland (Musterole, Musterole cold tablets and Hugo's Vienna Pine) makes up lists during July, using radio with other media. C. L. Berkey is advertising manager. Advertising is placed by Erwin, Wasey & Co., New York.

AETNA BREWING Co., Hartford, Conn. (Aetna Special Dinner Ale) will use radio with other media in a campaign to be handled by W. I. Tracy, Inc., 205 E. 42nd St., New York. C. J. Massech is advertising manager.

WISCONSIN Cherry Growers Ass'n, Sturgeon Bay, Wis., recently organized, is planning a radio campaign this autumn.

Another Sells Out

TO FREE itself of the expense of operation, Bucknell University, Lewisburg, Pa., has sold its 100-watt broadcasting station, WJBU, to Charles S. Blue, automobile accessory dealer of Sunbury, Pa., who has been authorized to move it to Sunbury. The university by the deal retained certain hours for its educational broadcasts. The station, it is reported, will become affiliated with the SUNBURY ITEM, local daily.

RUPERT HUGHES: Novelist, playwright, scenarist, biographer and historian. Some of his works include: NOVELS: Clipped Wings, 13th Commandment, Long Ever Ago, Empty Pockets, We Can't Have Everything, What Will People Say, Unpardonable Sin. . . . MOTION PICTURES: The Old Nest, Patent Leather Kid, Canavan, Scratch My Back, Excuse Me, Dangerous Curve Ahead, Remembrance. . . . PLAYS: Excuse Me, Alexander the Great, All for a Girl, The Man Between, The Transformation and other works. OTHER WORKS: Historian's History of the World, Associate Editor Encyclopedia Brittanica, American Composers, Music Lovers Cyclopedia and Biography of George Washington.

Rupert Hughes
Writes a
Radio Serial
An American Gold Seal Production Entitled "HOW WONDERFUL"

The genius that has won for Rupert Hughes world acclaim, in book, magazine and motion picture—now comes to radio! This extraordinary writer brings to Radio an extraordinary program entitled "HOW WONDERFUL", from the Log of Singapore Jim. It is a new program idea, original and unique, and written as only Rupert Hughes could write it.

"HOW WONDERFUL" brings half hours of thrilling adventures, tender love stories, vivid clear-cut cameo pictures of far flung corners of the world; the glamour, salt and tang of the seven seas; flashes of the past, picturing days when men were bolder than they were good, women kinder than they were wise.

For years, millions of readers have impatiently awaited the next installment of current Rupert Hughes serials. These millions, and others, will await, with the same eagerness, each new installment of the radio serial.

An "AMERICAN GOLD SEAL PRODUCTION" created by the producers of Tarzan of the Apes—your assurance that quality, care of detail and faithful casting will prevail in every episode.

Available for Test Campaign by National Advertiser

No expense has been spared to earn for "HOW WONDERFUL", a permanent place as one of America's really great programs. The cast is composed of professionals from stage, screen and radio, ably directed and perfectly recorded in 30-minute episodes.

Effective Merchandising Tie-Ins

To force distribution, win brand demand, definitely increase sales AT ONCE, effective merchandising tie-ins have been carefully, expertly worked out (for use through dealers or by mail).

Ready for Audition

This program is designed to meet the requirements of national advertisers whose products, by sheer quality, have won outstanding recognition and who demand in their advertising the same high standards. Such advertisers are welcomed and invited to an audition of this program.

Write or wire, and arrangements will be made for an audition; details of merchandising tie-ins, costs, etc., supplied.

American Radio Features Syndicate
555 South Flower St., Los Angeles, Cal.

FREDERICK C. DAHLQUIST, Pres.
Producers of Gold Seal Productions

AGENCIES AND REPRESENTATIVES

EDWARD PETRY and Co. Inc., New York, announces the appointment of Don Miller, formerly with Scott Howe Bowen and at one time associated with the Conde Nast publications, on its sales staff, and its own appointment as exclusive national sales representative for WDAE, Tampa, Fla.

MERTON H. BORIES, formerly production manager of KPO, San Francisco, and Jess Norman, orchestra director, have organized Bories & Norman, radio counselors, with headquarters at 55 New Montgomery St., San Francisco.

MAXON, Inc., Detroit and New York, has been appointed to handle the advertising of Japan Canned Crabmeat Ass'n, Tokio, Japan, and Nozaki Bros., Inc., San Francisco (Geisha Crab Meat), which have previously used radio.

McCANN-ERICKSON, Inc., San Francisco, has been appointed advertising counsel for the Borden Company of California, a subsidiary of the New York company. Radio and newspapers will be used.

THE WAHL Co., Chicago (fountain pens, Eversharp pencils, desk sets, etc.) has placed its advertising with Young & Rubicam's Chicago office, 221 No. LaSalle St., and is planning an intensive campaign in the fall.

FARAON MOSS and Edward Davenport, operating their own agencies in Long Beach, Cal., have formed a partnership. Davenport will specialize in merchandising while Moss, who is also secretary of the Advertising Club, will handle radio. Offices will be in the Jergins Trust Bldg.

RADIO PRODUCTIONS Co., 1031 South Broadway, Los Angeles, has discontinued using the name since Joseph Sameth incorporated Radio Productions Inc. in the Beaux Arts Building in the same city. The former Radio Productions Co. will henceforth be known as the Kellogg-Johnson Radio Productions Co. (Roy Kellogg and J. Howard Johnson). The two firms act for sponsors, agencies and stations in conducting a radio brokerage and radio advertising business.

C. F. MUELLER Co., Newark (macaroni and spaghetti) has placed its radio advertising account with the E. W. Hellwig Co., New York, while general advertising is handled by Thomas M. Bowers Co., New York.

GRAHAM HUGHES, 351 North Western Ave., Los Angeles, who has specialized in direct mail advertising for several years, has added radio to his list of media.

AL PEARCE, who conducts a weekday frolic from KFI, Los Angeles, to an NBC Pacific coast chain, will handle his commercial accounts as the Al Pearce Radio Productions Co., with offices at 3875 Wilshire Boulevard, Los Angeles, with Fisher-Kyle and Co., radio advertising agency. Pearce will act both as producer and master of ceremonies for accounts serviced by his firm.

N. W. AYER & SON has been appointed to direct the advertising of Squibb Liquid Petrolatum and Squibb Aspirin. At the same time it was announced that R. D. Keim, general sales manager of E. R. Squibb & Sons, New York, has been elected vice president and sales director.

THE NATRAGIN Co., Inc., Milwaukee (legume inoculators) has appointed Western Advertising Agency, Racine, Wis., to handle its account.

CRITCHFIELD & Co., Chicago, has secured the accounts of the American Pop Corn Co., Sioux City, Ia., and Gordon Gordon, Ltd., Chicago (Princess Pat cosmetics), both of which have used radio.

ALADDIN MFG. Co., Muncie, Ind. (Alladin lamps) has placed its account with Frederick W. Ziv, Inc., Cincinnati agency.

HAMMOND PAINT & CHEMICAL Co., Beacon, N. Y. (paints and insecticides), account which has used radio, has placed its advertising with Feeley & Richmond, Chrysler Bldg., New York.

GENERAL TIRE & RUBBER Co., Akron, has placed its radio advertising in the hands of Hays MacFarland & Co., Chicago.

THE CORBEN Corp., new Pasadena agency, has secured the account of Aetna Life Insurance Co. for a radio test campaign in southern California.

RALPH H. JONES Co., Cincinnati, now handles the advertising account of the Snow King Baking Powder Co., Cincinnati.

WFBG

ALTOONA, PA.

1310 kilocycles
100 watts

ADVERTISERS CHOICE
for thorough coverage of Central Pennsylvania.

Equipped with 33 1/3 and 78 r.p.m. transcription turntables.

"Voice of the Alleghenies"

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

SENATE PROTESTS
As Will Rogers Leaves Radio To Make Picture

FRIENDLY protest against the discontinuance of the Will Rogers' broadcasts for the Gulf Refining Co., Pittsburgh, over an NBC-WEAF network was expressed by Vice President Garner and 47 of his Senatorial colleagues in a telegram to the comedian on June 10, at the time of his final broadcast.

"What's this we hear about your radio retirement stop", read the telegram. "Does that mean that you will not preside over us again stop. We have enjoyed your recent talks on the air and want your assurance that you will soon return with your humorous and wholesome comment."

The original copy of the message with the signatures of the Vice President and the Senators was sent to Rogers by Edwin A. Halsey, secretary of the Senate. Rogers signed off June 10 to complete a picture for Fox, but is expected to return to the air in the fall. The June 18 show was taken over by Fred Stone, cowboy comedian, while Arthur Brisbane, Hearst columnist, took over the period on June 25, probably to replace Rogers until he returns.

ALBERT FRANK-GUENTHER LAW, Inc., Chicago, has been appointed to handle the advertising of the Chicago & Eastern Illinois Railway, Chicago.

SWALLOW, COLEMAN and HASKINS, Hollywood advertising agency, has become Coleman, Haskins and Dillon. Under the reorganization Henry T. Craven, formerly on the KFWB sales forces, heads the newly formed radio department.

DICK LICENCE, former announcer at KHJ, KMTR, KMPC and KTM, Los Angeles, has become a radio broker with headquarters at 5536½ Romaine St., Hollywood.

JEAN WANAMAKER, formerly with the Conde Nast Publications and more recently working on radio accounts, has been appointed head of the radio department of the Charles Dallas Reach Advertising Agency, Newark, N. J.

HARRY L. TOOHILL, Los Angeles newspaperman, in June established his own agency at 245 Rowan Bldg., with general advertising, including radio.

WALTER BIDDICK Co., Los Angeles station representative, has moved to larger quarters in the Chamber of Commerce Bldg. with facilities for agencies and sponsors to check programs and preview transcriptions. The firm in June was appointed Los Angeles representative of KYA, San Francisco.

THE KITTINGER Co., Buffalo, N. Y. (fine furniture) has appointed the Buffalo office of Batten, Barton, Durstine & Osborn to handle its advertising. Company has used radio.

KENDIG ADVERTISING AGENCY, (Francis Kendig) for many years operating in Loew's State Bldg., Los Angeles, as a radio agency, has moved to 2310 Vista Gordo Drive under the name of the KAA Radio Advertising Agency.

FRANK WRIGHT & ASSOCIATES, Oakland radio representatives, have opened an office in the Russ Bldg., San Francisco. H. M. Thomas is in charge.

JAMES THOMAS HAMMOND, Jr., publisher of Hearst's DETROIT TIMES, who went into the Hearst organization with the old WGBS, New York (now WINS), has purchased the MEMPHIS COMMERCIAL APPEAL, operator of WMC.

Roosevelt Listens In

RADIO is being relied upon by President Roosevelt to keep him abreast of national affairs during his cruise along the New England coast. The Amberjack II, the presidential yacht, is equipped with an automobile radio, installed by the owner with the idea that the "temporary" skipper might like to listen to the news broadcasts, as well as a little of the lighter entertainment now and then.

Invoking New Powers, Commission Transfers WOQ Facilities to KFH

INVOKING for the first time the broad powers conferred upon it by the U. S. Supreme Court decision in the WIBO case, the Radio Commission June 23 deleted WOQ, Kansas City, Mo., and assigned its facilities to KFH, Wichita. In practical effect, the Commission reversed the ruling of the Court of Appeals of the District of Columbia, which previously had reversed the original Commission decision in the same case and remanded it for further hearing.

In the WIBO decision, handed down May 8, the Supreme Court ruled that the Commission could exercise a free hand in reducing facilities in overquota states and in assigning them to underquota areas. It held further that the Commission was not bound by the recommendations of its examiners —a provision that was directly applicable to the KFH-WOQ case, since the Commission, in the first instance, reversed the examiner.

The case was one of reversals—KFH applied for full time on March 18, 1931, and, following a hearing, the examiner recommended denial. The Commission, however, reversed the examiner, and WOQ noted an appeal to the Court of Appeals. On March 13, 1933, the court reversed the Commission and remanded the case for further hearing.

Oral arguments were held before the Commission May 3. The new Commission decision, sustaining its previous finding, is based on these oral arguments, plus the findings of law in the WIBO decision. Both of the rulings take effect 20 days from June 23. WOQ, operated by the Unity School of Christianity, has used two-sevenths time on the 1300 kc. channel with KFH using 1 kw. the remaining hours.

The Commission held that the residents of Wichita and vicinity have far less dependable broadcast service than those of Kansas City and vicinity and that the granting of full time to KFH and the consequent forfeiture of WOQ will bring about a more equitable distribution of broadcast facilities within the fourth zone. Commissioner Hanley, representing the fourth zone, dissented.

WOR, Newark, on July 2 goes on its usual summer schedule, its transmitter remaining silent weekdays from 1 to 4:30 p.m. and Sundays from 1 to 3:30 p.m.

STUDIO NOTES

KMOX, St. Louis, has introduced a novel type of women's program, broadcast daily at 10 a.m., CST, in which the announcer gives discoveries of her own, rather than presents the usual type of recipes, household hints, and the like. Both commercial and sustaining types of products are used in the continuity, and the announcer suggests that listeners send in their experiences with certain products. It has helped to increase mail returns and found new uses for advertised products. The program is titled "Let's Compare Notes."

CALL LETTERS of WJBW, New Orleans, recently changed to WABZ, have again been changed, this time to WBBX.

"MEMORIES GARDEN", featuring a studio organ program and soloist, which has been on WHK, Cleveland, for several years, is now being taken by CBS. Vincent H. Percy is featured at the organ, Emanuel Rosenberg is tenor soloist, and Walter Morrison writes the continuity.

THE A. & P. GYPSIES, now in the tenth year on the air, have entered the Century of Progress Exposition, Chicago, for twice-daily concerts. Their broadcasts, beginning July 3, will originate from the fair grounds.

A HALF HOUR program of southern music was broadcast June 27 by WBT, Charlotte, N. C., for the special benefit of its New Zealand audience. Since the winter season opened in New Zealand, WBT has received many letters reporting good reception there.

A POPULAR feature on WKZO, Kalamazoo, Mich., is the "Music Memory Contest", which offers old melodies either on the piano or with an orchestra, with numbers substituted for titles. Listeners are asked to send in the names by mail. Winners are awarded a variety of prizes, ranging from theater tickets to pieces of furniture.

KUJ, Walla Walla, Wash. has enlarged its suite of offices in the Marcus Whitman Hotel to make way for an additional studio.

WDBJ, Roanoke, Va., celebrated its ninth anniversary June 20 with a gala program, including a CBS feature with Nino Martini and the Columbia Symphony. Special features about the station were carried in the ROANOKE TIMES-WORLD, its owner.

A CITY-WIDE promotion of the familiar Dollar Day bargain idea in Walla Walla, Wash. has just been started by KUJ of that city. With the cooperation of the merchants of the city, a sharp increase in shopping was noted. Three announcers working in team and at times individually with a program of combined chatter, comedy, music and advertising did the microphone promotion. Street display cards and window tie-ups were also used.

KMPC, Beverly Hills, Cal., has moved its commercial office to Los Angeles in the Platt Music Co. Bldg., where it maintains a downtown studio.

DEMI-TASSE REVUE, NBC program broadcast from San Francisco weekly, has been revamped to include "Tropic Terrors," a five minute period with authentic stories of queer animals, reptiles, insects and fish in the tropics. Walter Paterson, Englishman born in South Africa, will write the stories and act as co-narrator for the series over the NBC-KGO network.

AN 8-PAGE brochure has just been issued by KYA, San Francisco, under title of "Facts About KYA". Among other things the booklet lists clients and agencies and programs open for sponsorship.

WAAW, Omaha, Neb., has just occupied new studios and offices on the seventh floor of the Omaha Grain Exchange Bldg.

FOREST LAWN MEMORIAL PARK, Glendale, Cal., in May started "Tapestries of Life", weekly program over KHJ, Los Angeles. Los Angeles office of Bowman, Deute and Cummings handles account. Sponsor will also continue the "Tapestries of Life" series on KFI, but programs over each station weekly will carry separate titles and themes. Each broadcast will be built around objects of art in the memorial park. Lindsay MacHarrie, until recently KHJ production manager but now with the agency, produces both programs.

BARKER BROS., Los Angeles department store, has taken over sponsorship of the weekly English Coronets drama series over KFWB, Hollywood. As a special tie-in for the broadcasts, the store has redecorated its studio and installed authentic English settings with a display of wax figures, in costume, of characters depicted in the program.

"CKLW—SALES-BUILDER" is the title of a 4-page monthly pamphlet just started by CKLW, Detroit-Windsor, and issued in U. S. and Canadian editions. The folder carries news notes and promotional material.

SINCE Miami, Fla., newspapers have ceased their news broadcasts, WQAM has assigned a radio reporter to cover all important local events and broadcast the news immediately afterward. News from this source is also used in the WQAM News Commentator period three times weekly.

WDBJ, Roanoke, Va., and the Three Minute Cereals Co., Cedar Rapids, Ia., recently staged a special matinee of "Oliver Twist" for members of "The Secret 3" a radio club sponsored by the Three Minute Cereals Co. Admission was two Big Red 3 trademarks cut from a carton of Three Minute Oat Flakes. A total of 1833 children attended the show.

THE transmitter of WINS, New York, was removed on June 16 from Astoria, L. I., to Calrstadt, N. J.

Radio Head Quits

Mr. Hodgson

H. L. HODGSON has resigned as vice president of N. W. Ayer & Son, Inc. Mr. Hodgson has been with the company 14 years. He was manager of the Boston office until two years ago when he came to New York as the executive in charge of the agency's radio activities. No announcement has been made as to his future plans.

EQUIPMENT

WOR, Newark, is building two modern control rooms at its New York branch. Bell Laboratories 9-A speech input equipment is being used. A new public address system with a volume control meter has been installed in the Skinner organ studios of WOR in New York.

KARK, Little Rock, Ark., will install a new transmitting panel within the next sixty days to operate on 250 watts but with operating capacity of 500 watts. A modification of license to use 500 watts daytime power will be applied for in September.

COMPLETE new studio equipment, including the latest microphones, amplifier and transcription recording equipment, is being installed at KUOA, Fayetteville, Ark. The transmitter tower is being erected on Mt. Sequoyah, a 2,000-foot elevation, and is expected to cover the Ozark area.

THE BRITISH Broadcasting Corp. announces it has placed a contract with Higgs & Hill, Ltd., for the construction of the midland regional station at Wychbold, near Droitwich.

Keep Step in Pittsburgh With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES 1000 WATTS

Detroit and CKLW are forging rapidly ahead!

Detroit's automobile plants are busy and getting busier —May passenger car production is the highest in 21 months. Detroit factory employment as a whole is up 57% over March — think what that means in increased buying power! Get your full share of business through the station that gives the strongest local signal — plus greatest coverage in this territory. CKLW leads all stations in the Detroit area in number of local sponsors — their first-hand judgment is a reliable guide for YOU!

■

CKLW

INTERNATIONAL CLEARED CHANNEL

5000 Watts — 540 K.C.
555.6 Meters

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JUNE 15 TO JUNE 29 INCLUSIVE

Applications . . .

JUNE 16

WPCH, New York—Consent to voluntary assignment of license to Knickerbocker Broadcasting Co., Inc.

WQDM, St. Albans, Vt.—Modification of license to change specified hours of operation.

WSAR, Fall River, Mass.—License to cover CP for changes in equipment.

NEW, Youngstown, O.—Ray M. Thompson for CP on 1370 kc., 100 w., unlimited time, facilities of WHBD, Mt. Orab, O.

WJEM, Tupelo, Miss.—Modification of CP for a new station to extend commencement and completion dates from 4-9-33 and 7-9-33 to 7-9-33 and 10-9-33, respectively.

KFAB, Lincoln, Neb.—Modification of CP to increase power to 25 kw., to extend commencement and completion dates from 11-1-32 and 5-1-33 to 7-1-34 and 1-1-35, respectively.

KFOR, Lincoln, Neb.—CP to make changes in equipment.

KGIZ, Grant City, Mo.—CP to move station from Grant City to Springfield, Mo., install new transmitter, and change from 1500 kc., 100 w., unlimited time to 560 kc., 500 w., D (facilities of KGBX, Springfield, Mo., in terms of quota units); also voluntary assignment of license to KGBX, Inc.

KGBX, Springfield, Mo.—Modification of license to change hours of operation from unlimited time to from LS to midnight.

NEW, Huntington Park, Cal.—Fred L. Packard, G. Hepp and Judge JP. W. Schulman for CP on 1300 kc., 500 w., share with KFAC, amended to change transmitter location to "to be determined," Huntington Park, Cal., as to equipment and name of applicant.

Application returned: NEW, Donald L. Darnell and Eugene R. Allen, Cadillac, Mich.—CP on 1370 kc., 100 w., unlimited time.

JUNE 18

WGCP, Newark, N. J.—CP to install new equipment and increase power from 250 w. to 1 kw.

WEHC, Emory, Va.—Modification of CP (to move station to Charlottesville, Va.) to change authorized location of transmitter and studio locally.

WNBW, Carbondale, Pa.—Modification of CP (to install new equipment and increase power from 10 w. to 10 w. night, 100 w. day) to extend completion date from 6-15-33 to 10-15-33.

WSAI, Cincinnati, O.—CP to change equipment and increase power from 500 w., night, 1 kw. day to 1 kw. night, 2½ kw. day, amended as to antenna specifications.

KNOW, Austin, Tex.—Modification of CP to change authorized location of transmitter and extend commencement and completion dates, amended as to antenna specifications.

NEW, Davenport, Iowa—Central Broadcasting Co. for CP on 1310 kc., 100 w. night, 250 w. D, unlimited time (facilities of WIAS, Ottumwa, Ia.).

KFH, Wichita, Kans.—Modification of license to move main studio from 124½ South Market Street, Wichita, to 6400 East Central Ave. (outside city limits) Wichita.

WDAE, Tampa, Fla.—CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. day, facilities of WRUF, Gainesville, Fla. in terms of quota units.

Application returned: NEW, Community Church of God, Canton, O.—CP for a new station, frequency not specified, 10 w. power, specified hours.

JUNE 24

KFPL, Dublin, Tex.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WHEF, Kosciusko, Miss.—Modification of CP for a new station to extend commencement and completion dates from 4-24-33 and 6-24-33 to 7-24-33 and 1-24-34, respectively.

WIBA, Madison, Wis.—CP to move transmitter from Madison to Burke, Wis., make changes in equipment, change frequency from 1280 kc. to 720 kc., increase power from 500 w. night 1 kw. D to 25 kw., and change hours of operation from unlimited to sharing with WGN (facilities of WGN, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.).

Applications returned: KFXD, Nampa, Idaho—Application for involuntary assignment of license from Frank E. Hurt to H. L. Peterson; NEW, Southland Radio Corp., Shreveport, La.—CP to operate on 1210 kc., 100 w., unlimited time.

JUNE 25

WBZA, Boston—CP to make changes in equipment.

NEW, Uhrichsville, O.—Willard G. Demuth, for CP to use 1370 kc., 100 w., D.

WGCM, Mississippi City, Miss.—Consent to voluntary assignment of license to Grace Jones Stewart under the trade name of Great Southern Land Co.

KUOA, Fayetteville, Ark.—Modification of CP granted 4-28-33 change equipment and transmitter locally for approval of transmitter location, Mount Sequoyah, Fayetteville, Ark., and change equipment.

Applications returned: WMIL, Brooklyn, N. Y.—Modification of CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. to LS; KNX, Los Angeles—Special experimental authorization to increase power from 25 kw. to 50 kw. experimentally.

JUNE 27

WBBC, Brooklyn, N. Y.—Modification of license to change hours from Shares with WFOX, WARD, WLTH to Share WFOX and WLTH, requesting facilities of WARD—Amended to request Share with WLTH. Facilities of WARD and WFOX, Brooklyn, N. Y. WBBC to use ¾ time; WLTH ¼ time.

WCAP, Asbury Park, N. J.—Special experimental authorization to increase power from 500 w. to 1 kw. experimentally for 90 days.

WKBV, Connersville, Ind.—CP to change transmitter and studio location north of Richmond, Ind. and Leland Hotel, Richmond, respectively, and change equipment.

Application returned: KECA, Los Angeles—CP to change transmitter location locally, use KFI's Auxiliary Transmitter with changes as Main Transmitter of KECA and increase D power from 1 kw. to 2½ kw. (Rule 49).

JUNE 29

NEW, S. George Webb, Newport, R. I.—CP for new station on 630 kc., 250 w., U amended to change requested transmitter location from Newport to Middletown, change frequency to 1320 kc.

NEW, C. C. Crawford, Haynesville, La.—CP for new station at Haynesville, La., 1200 kc., 50 w., specified hours.

NEW, Herbert H. Fette, Meriden, Minn.—CP for new station, 1310 kc., 100 w., D (facilities of KGDE, Fergus Falls, Minn. in terms of quota units).

KJBS, San Francisco, Cal.—Special experimental authorization to change hours for 90 days.

Applications returned: NEW, A. C. Clatfelter, Jr. & Ben L. Estes, Sanderson, Tex.—CP for new station, 1340 kc., 75 w., 5 hours daily (equipment and transmitter site unsatisfactory); NEW, Henry Clay Allison, Fort Worth, Tex.—CP for new station, 600 kc., 100 w., U (proposed equipment and transmitter location unsatisfactory); KICK, Carter Lake, Ia.—License to cover CP to move from Red Oak to Carter Lake (improperly executed).

Decisions . . .

JUNE 16

WJSV, Alexandria, Va.—Granted regular license, with certain requirements and restrictions, to operate on 1460 kc., 10 kw. unlimited time.

WICC, Bridgeport, Conn.—Granted license covering move of transmitter from Easton to Bridgeport, Conn., 600 kc., 250 w. night, 500 w. day.

Set for hearing: WMT, Waterloo, Ia.—Modification of license to increase D power from 500 w. to 1 kw.

WKRC, Cincinnati (Ex. Rep. 446)—Granted in part, the renewal of license so as to authorize the continued operation of WKRC at Cincinnati, on 550 kc., with 500 w. power unlimited time, and special experimental authority to operate with additional 500 w. output on condition that such additional power is used in such manner that the field intensities of WKRC radiated in the direction of St. Louis and Buffalo are of no greater value than the intensities radiated in those directions by the station when employing 500 w. power and its present antenna. Examiner Yost sustained.

WLAP, Louisville, Ky. (Ex. Rep. 448)—Denied CP to operate on 940 kc., 1 kw., unlimited time (facilities of WFIW), sustaining Examiner Yost.

WFIW, Hopkinsville, Ky.—Granted renewal of license to operate on 940 kc., 1 kw., unlimited time, and authority to move station to Louisville, sustaining Examiner Yost.

NEW, William Avera Wynne, Greenville, N. C. (Ex. Rep. 477)—Granted CP to construct new station at Greenville to operate on 1420 kc., 100 w., D hours, sustaining Examiner Yost.

KMBC, Kansas City, Mo. (Ex. Rep. 478)—Granted CP to move transmitter from Independence, Mo., to Kansas City, Kans., sustaining Examiner Hyde.

WQBC, Vicksburg, Miss.—Granted full time operation upon a special authority for experimental purposes, in keeping with previous action, since station WGES has withdrawn protest.

KECA, Los Angeles—Application for CP to move transmitter locally, makes changes in equipment, increase D power, returned to applicant because inconsistent with Rule 49.

KTRH, Houston, Tex.—Granted special authority to increase power from 500 w. to 1 kw., until Oct. 1.

WJKS, Gary, Ind.—Granted CP to install new equipment only.

JUNE 20

WHN, New York—Granted CP to move transmitter from New York to Astoria, L. I., and install new equipment, maximum rated power of 250 w.

WEW, St. Louis, Mo.—Granted authority to discontinue operation from June 15 to Sept. 1, except to broadcast all government reports.

KGY, Olympia, Wash.—Granted authority to change specified hours of operation on Mondays, Wednesdays and Fridays, until daylight savings time ends, from 6 to 12 p.m., PST, to 5 to 11 p.m., PST.

WSVS, Buffalo, N. Y.—Granted authority to suspend operation from June 26 to Sept. 11.

KGKB, Tyler, Tex.—Granted authority to July 1 to continue operating unlimited time pending completion of WACO transmitter.

WJKS, Gary, Ind.—Granted authority to conduct tests in Gary, to determine relative values of locations.

Set for hearing: WGES, Chicago—Modification of license to change from 3/7ths time sharing with WJKS, to specified hours; WSYR-WMAC, Syracuse, N. Y.—CP to move transmitter locally and make changes in equipment increasing maximum rated power to 500 w., and increase operating power to 500 w.; NEW, John L. Hopkins, Hammond, Ind.—CP 1360 kc., 1 kw., share WHES (facilities hours formerly used by WJKS); WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.

WGES, Chicago—Denied authority to operate unlimited time on frequency 1360 kc., pending disposition of unused 4/7 time on 1360 kc., formerly assigned to WJKS.

KJR, Seattle—CP to move station locally and install new transmitter, heretofore granted, retired to closed file for want of prosecution.

WKBF, Indianapolis—Extended special authority for 30 days to operate transmitter at new location pending decision on applications.

KOCW, Chickasha, Okla.—Modification of CP to move transmitter from Chickasha to Tulsa, and change studio location, heretofore granted, was suspended and set for hearing because of protest by KVOO.

JUNE 23

WSOC, Gastonia, N. C.—Granted CP to move transmitter and studio from Gastonia to Charlotte, N. C., and make changes in equipment.

WSB, Atlanta—Granted modification of CP to extend completion date to Aug. 14.

WJEM, Tupelo, Miss.—Granted modification of CP to extend commencement date to July 9 and completion date to Oct. 9.

WGLC, Hudson Falls, N. Y.—Granted modification of license to increase nighttime power from 50 to 100 w.

WPRO, Providence, R. I.—Granted license covering change in transmitter and studio location; 1210 kc., 100 w., unlimited time.

KGNO, Dodge City, Kans.—Granted license covering changes in equipment, change in frequency and increase in power; 1340 kc., 250 w., unlimited time.

KGIR, Butte, Mont.—Granted license covering changes in equipment and increase in power; 1360 kc., 500 w. night, 1 kw., LS.

WPCH, New York—Granted voluntary assignment of license to Knickerbocker Broadcasting Co. Inc.

WFIW, Hopkinsville, Ky.—Granted authority to waive Rule 151 in order to reduce hours of operation from unlimited to minimum of 5 hours daily.

KWLC, Decorah, Ia.—Granted authority to remain silent from August 12 to Sept. 12.

WILL, Urbana, Ill.—Granted authority to remain silent from June 20 to Sept. 1.

WORC, Worcester, Mass.—Granted special temporary experimental authority to end 3 a.m., Sept. 9, to change frequency from 1200 kc. to 1280 kc., increase power from 100 to 500 w., and install new equipment using directional antenna.

Set for hearing: WCAJ, Lincoln, Neb.—Renewal of license; WCAC, Storrs, Conn.—Modification of license to change name of licensee to Connecticut State College and increase operating power from 250 to 500 w.; WEVD, New York—Modification of license to increase operating power from 500 w. to 1 kw.; KMLB, Monroe, La.—CP to move transmitter locally in Monroe, install new equipment, change frequency from 1200 to 590 kc., increase power from 100 w. to 250 w., and change unlimited time to certain specified hours.

KGIX, Las Vegas, Nev. (Ex. Rep. 467)—Granted application for renewal of license, and CP to make changes in equipment and change location of transmitter locally, reversing Examiner Hyde.

NEW, Dr. Geo. W. Young, Minneapolis, Minn. (Ex. Rep. 476)—Granted CP for experimental visual broadcasting station to use frequencies 43000-46000, 48500-50300, 60000-80000 kc., 500 w., unlimited time, reversing Chief Examiner Yost.

KFH, Wichita, Kans. (Ex. Rep. 239)—Granted modification of license to operate full time in lieu of 5/7ths time on 1300 kc., 1 kw.

WOQ, Kansas City, Mo.—Denied renewal of license to operate on 1300 kc., 1 kw., sharing with KFH. Commissioner Hanley dissented.

WAMC, Anniston, Ala.—CP to move station to Muscle Shoals, Ala., heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed.

NEW, Herman Radner, Lansing, Mich. (Ex. Rep. 479)—Oral argument heretofore set for June 28 to be heard Sept. 13, 1933.

WLTH, Brooklyn, N. Y.—Granted authority to take depositions of S. L. Hammer and Adolph Frey of Brooklyn, in re hearing on applications for renewal of license and modification of license.

KGIR, Butte, Mont.—Program test period extended 15 days, pending action on application for license.

(Continued on page 29)

Station Managers Map Plans To Plug Radio's Weak Spots

NAB Commercial Group Raps Inquiry Trade, Urges Adoption of Uniform Practices

By JOHN M. HENRY

(By Telegraph to BROADCASTING)

GRAND RAPIDS, Mich., June 27—Declaring that the "Topsy" period in the life of broadcasting has reached an end and that henceforth radio must stand or fall entirely on its merits as an advertising medium, some 50 station managers in a commercial section meeting here today took steps to eliminate definite weak spots in the industry, set up machinery for better selling of broadcasting as a whole and decided to recommend uniform practices calculated to give advertisers a more definite idea of what they are getting when they buy radio service.

The meeting, called by the NAB, was held in conjunction with the annual meeting of the Advertising Federation of America, and was presided over by H. K. Carpenter, WPTF, Raleigh, chairman of the section. Committees were named to recommend to the annual convention standards for station measurement or an "audit bureau of listenerage" and merchandising standards. A resolution condemned acceptance of inquiry and commission business as being against good business practice.

Roosevelt Asks Cooperation

THE HIGHSPOT of the general AFA meeting was receipt of a communication from President Roosevelt asking advertising's aid in the fight on the depression, together with a letter from General Hugh S. Johnson, administrator of the National Recovery administration, seeking the support of the industry in the battle toward industrial rehabilitation.

"I wish you would say that I hope the high standards which have made good advertising an economic and social force of vital importance to us all will be continued", President Roosevelt wrote to the president of the AFA. "Your cooperation will be valuable to the restoration of improved levels and flow of trade. It also will help business and industry to return to better times. By doing these things you will be serving your country and government."

General Johnson wrote that the interest of advertising interests in the Industrial Recovery act "is a source of encouragement to those of us who are charged with the responsibility of putting its provisions into effect. Advertising is certain to be an important factor in the new industrial relationships under the terms of the act. In its effects the law will bring to the fore the sales problems of the manufacturers and will emphasize the importance of an accurate knowledge of his markets."

A wide variety of subjects of interest to broadcasters, advertisers and agencies was discussed at the NAB section meeting in preparation for the annual convention to be held in October at White Sulphur Springs, W. Va. Announcement was made by Philip G. Loucks, NAB managing director, that the association will open a clearing house for script and program ideas, to make available the best ideas of any broadcaster to all others.

A committee was named to arrange for separate meetings of network affiliates at the annual meetings to consider the difficulties arising when both network and spot or local accounts want the same time. The meeting was told that the NAB is cooperating with the Industrial Recovery Administration and that broadcasting is further along than other industries because it is already licensed by the government.

The tenor of the discussion was that broadcasting has a good chance for increasing its business but must contest sensibly for it.

In addition to Messrs. Loucks and Carpenter, leaders in the discussions were John Patt, WGAR, who spoke on sales promotion; John Henry, KOIL, commercial scripts; Martin Campbell, WFAA, station surveys; Arthur B. Church, KMBC, standardization of units of sale and rates; Roy Harlow, WNAC, standardization of commercial forms; J. Leslie Fox, WSM, sales problems common to both small and large stations; Don Davis, WHB, station displays; Herman S. Hettinger, University of Pennsylvania, how the NAB can cooperate with commercial managers and program directors.

Court Denies Priority Claim of Newspapers

HOLDING, in substance, that a newspaper in a community does not have priority as an applicant for broadcasting facilities on the ground that its service to the community would be impaired by the advent of a station under other ownership, the Court of Appeals of the District of Columbia on June 26 dismissed the appeal of the Telegraph Herald Co., of Dubuque, Ia. The appeal was from the Commission's decision authorizing WKBB to remove from Joliet, Ill., to E. Dubuque, Ill., one mile distant from Dubuque, Ia.

The case was regarded as a test of the comparative standing of a newspaper and radio station in a community. The newspaper was represented by Elisha Hanson, counsel for the American Newspaper Publishers Association, while the station was represented by Louis G. Caldwell and Arthur W. Scharfeld, of Washington.

The Court held that the motions of the Commission and of WKBB for dismissal of the case should be sustained because the newspaper did not have an appealable interest. The newspaper's contention was that if Dubuque was to have a station, it had prior claim.

Commission Actions . . .

(Continued from page 28)

JUNE 27

WEHC, Charlottesville, Va.—Granted modification of CP to change transmitter location to Stony Point Road, Charlottesville, and studio to Monticello Hotel.

WQDM, St. Albans, Vt.—Granted modification of license to reduce hours as follows: Daily except Sunday—11 a.m. to 2 p.m. and Sunday 1 to 2 p.m.

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It is issued arranged by
Product Grouping or Geographically
You can have your choice
The Standard Advertising Register has been the STANDARD for 18 years.
The Register - Revision Service - Agency List - Weekly Reports etc.
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235 Montgomery St., San Francisco

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JUNE 15 TO JUNE 29 INCLUSIVE

Applications . . .

JUNE 16

WPCH, New York—Consent to voluntary assignment of license to Knickerbocker Broadcasting Co., Inc.

WQDM, St. Albans, Vt.—Modification of license to change specified hours of operation.

WSAR, Fall River, Mass.—License to cover CP for changes in equipment.

NEW, Youngstown, O.—Ray M. Thompson for CP on 1370 kc., 100 w., unlimited time, facilities of WHBD, Mt. Orab, O.

WJEM, Tupelo, Miss.—Modification of CP for a new station to extend commencement and completion dates from 4-9-33 and 7-9-33 to 7-9-33 and 10-9-33, respectively.

KFAB, Lincoln, Neb.—Modification of CP to increase power to 25 kw., to extend commencement and completion dates from 11-1-32 and 5-1-33 to 7-1-34 and 1-1-35, respectively.

KFOR, Lincoln, Neb.—CP to make changes in equipment.

KGIZ, Grant City, Mo.—CP to move station from Grant City to Springfield, Mo., install new transmitter, and change from 1500 kc., 100 w., unlimited time to 560 kc., 500 w., D (facilities of KGBX, Springfield, Mo., in terms of quota units); also voluntary assignment of license to KGBX, Inc.

KGBX, Springfield, Mo.—Modification of license to change hours of operation from unlimited time to from LS to midnight.

NEW, Huntington Park, Cal.—Fred L. Packard, G. Hepp and Judge JP. W. Schulman for CP on 1300 kc., 500 w., share with KFAC, amended to change transmitter location to "to be determined," Huntington Park, Cal., as to equipment and name of applicant.

Application returned: NEW, Donald L. Darnell and Eugene R. Allen, Cadillac, Mich.—CP on 1370 kc., 100 w., unlimited time.

JUNE 18

WGCP, Newark, N. J.—CP to install new equipment and increase power from 250 w. to 1 kw.

WEHC, Emory, Va.—Modification of CP (to move station to Charlottesville, Va.) to change authorized location of transmitter and studio locally.

WNBW, Carbondale, Pa.—Modification of CP (to install new equipment and increase power from 10 w. to 10 w. night, 100 w. day) to extend completion date from 6-15-33 to 10-15-33.

WSAI, Cincinnati, O.—CP to change equipment and increase power from 500 w., night, 1 kw. day to 1 kw. night, 2½ kw. day, amended as to antenna specifications.

KNOW, Austin, Tex.—Modification of CP to change authorized location of transmitter and extend commencement and completion dates, amended as to antenna specifications.

NEW, Davenport, Iowa—Central Broadcasting Co. for CP on 1310 kc., 100 w. night, 250 w. D, unlimited time (facilities of WIAS, Ottumwa, Ia.).

KFH, Wichita, Kans.—Modification of license to move main studio from 124½ South Market Street, Wichita, to 6400 East Central Ave. (outside city limits) Wichita.

WDAE, Tampa, Fla.—CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. day, facilities of WRUF, Gainesville, Fla. in terms of quota units.

Application returned: NEW, Community Church of God, Canton, O.—CP for a new station, frequency not specified, 10 w. power, specified hours.

JUNE 24

KFPL, Dublin, Tex.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WHEF, Kosciusko, Miss.—Modification of CP for a new station to extend commencement and completion dates from 4-24-33 and 6-24-33 to 7-24-33 and 1-24-34, respectively.

WIBA, Madison, Wis.—CP to move transmitter from Madison to Burke, Wis., make changes in equipment, change frequency from 1280 kc. to 720 kc., increase power from 500 w. night 1 kw. D to 25 kw., and change hours of operation from unlimited to sharing with WGN (facilities of WGN, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.).

Applications returned: KFXD, Nampa, Idaho—Application for involuntary assignment of license from Frank E. Hurt to H. L. Peterson; NEW, Southland Radio Corp., Shreveport, La.—CP to operate on 1210 kc., 100 w., unlimited time.

JUNE 25

WBZA, Boston—CP to make changes in equipment.

NEW, Uhrichsville, O.—Willard G. Demuth, for CP to use 1370 kc., 100 w., D.

WGCM, Mississippi City, Miss.—Consent to voluntary assignment of license to Grace Jones Stewart under the trade name of Great Southern Land Co.

KUOA, Fayetteville, Ark.—Modification of CP granted 4-28-33 change equipment and transmitter locally for approval of transmitter location, Mount Sequoyah, Fayetteville, Ark., and change equipment.

Applications returned: WMIL, Brooklyn, N. Y.—Modification of CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. to LS; KNX, Los Angeles—Special experimental authorization to increase power from 25 kw. to 50 kw. experimentally.

JUNE 27

WBBC, Brooklyn, N. Y.—Modification of license to change hours from Shares with WFOX, WARD, WLTH to Share WFOX and WLTH, requesting facilities of WARD—Amended to request Share with WLTH. Facilities of WARD and WFOX, Brooklyn, N. Y. WBBC to use ¾ time; WLTH ¼ time.

WCAP, Asbury Park, N. J.—Special experimental authorization to increase power from 500 w. to 1 kw. experimentally for 90 days.

WKBV, Connersville, Ind.—CP to change transmitter and studio location north of Richmond, Ind. and Leland Hotel, Richmond, respectively, and change equipment.

Application returned: KECA, Los Angeles—CP to change transmitter location locally, use KFI's Auxiliary Transmitter with changes as Main Transmitter of KECA and increase D power from 1 kw. to 2½ kw. (Rule 49).

JUNE 29

NEW, S. George Webb, Newport, R. I.—CP for new station on 630 kc., 250 w., U amended to change requested transmitter location from Newport to Middletown, change frequency to 1320 kc.

NEW, C. C. Crawford, Haynesville, La.—CP for new station at Haynesville, La., 1200 kc., 50 w., specified hours.

NEW, Herbert H. Fette, Meriden, Minn.—CP for new station, 1310 kc., 100 w., D (facilities of KGDE, Fergus Falls, Minn. in terms of quota units).

KJBS, San Francisco, Cal.—Special experimental authorization to change hours for 90 days.

Applications returned: NEW, A. C. Clatfelter, Jr. & Ben L. Estes, Sanderson, Tex.—CP for new station, 1340 kc., 75 w., 5 hours daily (equipment and transmitter site unsatisfactory); NEW, Henry Clay Allison, Fort Worth, Tex.—CP for new station, 600 kc., 100 w., U (proposed equipment and transmitter location unsatisfactory); KICK, Carter Lake, Ia.—License to cover CP to move from Red Oak to Carter Lake (improperly executed).

Decisions . . .

JUNE 16

WJSV, Alexandria, Va.—Granted regular license, with certain requirements and restrictions, to operate on 1460 kc., 10 kw. unlimited time.

WICC, Bridgeport, Conn.—Granted license covering move of transmitter from Easton to Bridgeport, Conn., 600 kc., 250 w. night, 500 w. day.

Set for hearing: WMT, Waterloo, Ia.—Modification of license to increase D power from 500 w. to 1 kw.

WKRC, Cincinnati (Ex. Rep. 446)—Granted in part, the renewal of license so as to authorize the continued operation of WKRC at Cincinnati, on 550 kc., with 500 w. power unlimited time, and special experimental authority to operate with additional 500 w. output on condition that such additional power is used in such manner that the field intensities of WKRC radiated in the direction of St. Louis and Buffalo are of no greater value than the intensities radiated in those directions by the station when employing 500 w. power and its present antenna. Examiner Yost sustained.

WLAP, Louisville, Ky. (Ex. Rep. 448)—Denied CP to operate on 940 kc., 1 kw., unlimited time (facilities of WFIW), sustaining Examiner Yost.

WFIW, Hopkinsville, Ky.—Granted renewal of license to operate on 940 kc., 1 kw., unlimited time, and authority to move station to Louisville, sustaining Examiner Yost.

NEW, William Avera Wynne, Greenville, N. C. (Ex. Rep. 477)—Granted CP to construct new station at Greenville to operate on 1420 kc., 100 w., D hours, sustaining Examiner Yost.

KMBC, Kansas City, Mo. (Ex. Rep. 478)—Granted CP to move transmitter from Independence, Mo., to Kansas City, Kans., sustaining Examiner Hyde.

WQBC, Vicksburg, Miss.—Granted full time operation upon a special authority for experimental purposes, in keeping with previous action, since station WGES has withdrawn protest.

KECA, Los Angeles—Application for CP to move transmitter locally, makes changes in equipment, increase D power, returned to applicant because inconsistent with Rule 49.

KTRH, Houston, Tex.—Granted special authority to increase power from 500 w. to 1 kw., until Oct. 1.

WJKS, Gary, Ind.—Granted CP to install new equipment only.

JUNE 20

WHN, New York—Granted CP to move transmitter from New York to Astoria, L. I., and install new equipment, maximum rated power of 250 w.

WEW, St. Louis, Mo.—Granted authority to discontinue operation from June 15 to Sept. 1, except to broadcast all government reports.

KGY, Olympia, Wash.—Granted authority to change specified hours of operation on Mondays, Wednesdays and Fridays, until daylight savings time ends, from 6 to 12 p.m., PST, to 5 to 11 p.m., PST.

WSVS, Buffalo, N. Y.—Granted authority to suspend operation from June 26 to Sept. 11.

KGKB, Tyler, Tex.—Granted authority to July 1 to continue operating unlimited time pending completion of WACO transmitter.

WJKS, Gary, Ind.—Granted authority to conduct tests in Gary, to determine relative values of locations.

Set for hearing: WGES, Chicago—Modification of license to change from 3/7ths time sharing with WJKS, to specified hours; WSYR-WMAC, Syracuse, N. Y.—CP to move transmitter locally and make changes in equipment increasing maximum rated power to 500 w., and increase operating power to 500 w.; NEW, John L. Hopkins, Hammond, Ind.—CP 1360 kc., 1 kw., share WHES (facilities hours formerly used by WJKS); WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.

WGES, Chicago—Denied authority to operate unlimited time on frequency 1360 kc., pending disposition of unused 4/7 time on 1360 kc., formerly assigned to WJKS.

KJR, Seattle—CP to move station locally and install new transmitter, heretofore granted, retired to closed file for want of prosecution.

WKBF, Indianapolis—Extended special authority for 30 days to operate transmitter at new location pending decision on applications.

KOCW, Chickasha, Okla.—Modification of CP to move transmitter from Chickasha to Tulsa, and change studio location, heretofore granted, was suspended and set for hearing because of protest by KVOO.

JUNE 23

WSOC, Gastonia, N. C.—Granted CP to move transmitter and studio from Gastonia to Charlotte, N. C., and make changes in equipment.

WSB, Atlanta—Granted modification of CP to extend completion date to Aug. 14.

WJEM, Tupelo, Miss.—Granted modification of CP to extend commencement date to July 9 and completion date to Oct. 9.

WGLC, Hudson Falls, N. Y.—Granted modification of license to increase nighttime power from 50 to 100 w.

WPRO, Providence, R. I.—Granted license covering change in transmitter and studio location; 1210 kc., 100 w., unlimited time.

KGNO, Dodge City, Kans.—Granted license covering changes in equipment, change in frequency and increase in power; 1340 kc., 250 w., unlimited time.

KGIR, Butte, Mont.—Granted license covering changes in equipment and increase in power; 1360 kc., 500 w. night, 1 kw., LS.

WPCH, New York—Granted voluntary assignment of license to Knickerbocker Broadcasting Co. Inc.

WFIW, Hopkinsville, Ky.—Granted authority to waive Rule 151 in order to reduce hours of operation from unlimited to minimum of 5 hours daily.

KWLC, Decorah, Ia.—Granted authority to remain silent from August 12 to Sept. 12.

WILL, Urbana, Ill.—Granted authority to remain silent from June 20 to Sept. 1.

WORC, Worcester, Mass.—Granted special temporary experimental authority to end 3 a.m., Sept. 9, to change frequency from 1200 kc. to 1280 kc., increase power from 100 to 500 w., and install new equipment using directional antenna.

Set for hearing: WCAJ, Lincoln, Neb.—Renewal of license; WCAC, Storrs, Conn.—Modification of license to change name of licensee to Connecticut State College and increase operating power from 250 to 500 w.; WEVD, New York—Modification of license to increase operating power from 500 w. to 1 kw.; KMLB, Monroe, La.—CP to move transmitter locally in Monroe, install new equipment, change frequency from 1200 to 590 kc., increase power from 100 w. to 250 w., and change unlimited time to certain specified hours.

KGIX, Las Vegas, Nev. (Ex. Rep. 467)—Granted application for renewal of license, and CP to make changes in equipment and change location of transmitter locally, reversing Examiner Hyde.

NEW, Dr. Geo. W. Young, Minneapolis, Minn. (Ex. Rep. 476)—Granted CP for experimental visual broadcasting station to use frequencies 43000-46000, 48500-50300, 60000-80000 kc., 500 w., unlimited time, reversing Chief Examiner Yost.

KFH, Wichita, Kans. (Ex. Rep. 239)—Granted modification of license to operate full time in lieu of 5/7ths time on 1300 kc., 1 kw.

WOQ, Kansas City, Mo.—Denied renewal of license to operate on 1300 kc., 1 kw., sharing with KFH. Commissioner Hanley dissented.

WAMC, Anniston, Ala.—CP to move station to Muscle Shoals, Ala., heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed.

NEW, Herman Radner, Lansing, Mich. (Ex. Rep. 479)—Oral argument heretofore set for June 28 to be heard Sept. 13, 1933.

WLTH, Brooklyn, N. Y.—Granted authority to take depositions of S. L. Hammer and Adolph Frey of Brooklyn, in re hearing on applications for renewal of license and modification of license.

KGIR, Butte, Mont.—Program test period extended 15 days, pending action on application for license.

(*Continued on page 29*)

Station Managers Map Plans To Plug Radio's Weak Spots

NAB Commercial Group Raps Inquiry Trade, Urges Adoption of Uniform Practices

By JOHN M. HENRY

(By Telegraph to BROADCASTING)

GRAND RAPIDS, Mich., June 27—Declaring that the "Topsy" period in the life of broadcasting has reached an end and that henceforth radio must stand or fall entirely on its merits as an advertising medium, some 50 station managers in a commercial section meeting here today took steps to eliminate definite weak spots in the industry, set up machinery for better selling of broadcasting as a whole and decided to recommend uniform practices calculated to give advertisers a more definite idea of what they are getting when they buy radio service.

The meeting, called by the NAB, was held in conjunction with the annual meeting of the Advertising Federation of America, and was presided over by H. K. Carpenter, WPTF, Raleigh, chairman of the section. Committees were named to recommend to the annual convention standards for station measurement or an "audit bureau of listenerage" and merchandising standards. A resolution condemned acceptance of inquiry and commission business as being against good business practice.

Roosevelt Asks Cooperation

THE HIGHSPOT of the general AFA meeting was receipt of a communication from President Roosevelt asking advertising's aid in the fight on the depression, together with a letter from General Hugh S. Johnson, administrator of the National Recovery administration, seeking the support of the industry in the battle toward industrial rehabilitation.

"I wish you would say that I hope the high standards which have made good advertising an economic and social force of vital importance to us all will be continued", President Roosevelt wrote to the president of the AFA. "Your cooperation will be valuable to the restoration of improved levels and flow of trade. It also will help business and industry to return to better times. By doing these things you will be serving your country and government."

General Johnson wrote that the interest of advertising interests in the Industrial Recovery act "is a source of encouragement to those of us who are charged with the responsibility of putting its provisions into effect. Advertising is certain to be an important factor in the new industrial relationships under the terms of the act. In its effects the law will bring to the fore the sales problems of the manufacturers and will emphasize the importance of an accurate knowledge of his markets."

A wide variety of subjects of interest to broadcasters, advertisers and agencies was discussed at the NAB section meeting in preparation for the annual convention to be held in October at White Sulphur Springs, W. Va. Announcement was made by Philip G. Loucks, NAB managing director, that the association will open a clearing house for script and program ideas, to make available the best ideas of any broadcaster to all others.

A committee was named to arrange for separate meetings of network affiliates at the annual meetings to consider the difficulties arising when both network and spot or local accounts want the same time. The meeting was told that the NAB is cooperating with the Industrial Recovery Administration and that broadcasting is further along than other industries because it is already licensed by the government.

The tenor of the discussion was that broadcasting has a good chance for increasing its business but must contest sensibly for it.

In addition to Messrs. Loucks and Carpenter, leaders in the discussions were John Patt, WGAR, who spoke on sales promotion; John Henry, KOIL, commercial scripts; Martin Campbell, WFAA, station surveys; Arthur B. Church, KMBC, standardization of units of sale and rates; Roy Harlow, WNAC, standardization of commercial forms; J. Leslie Fox, WSM, sales problems common to both small and large stations; Don Davis, WHB, station displays; Herman S. Hettinger, University of Pennsylvania, how the NAB can cooperate with commercial managers and program directors.

Court Denies Priority Claim of Newspapers

HOLDING, in substance, that a newspaper in a community does not have priority as an applicant for broadcasting facilities on the ground that its service to the community would be impaired by the advent of a station under other ownership, the Court of Appeals of the District of Columbia on June 26 dismissed the appeal of the Telegraph Herald Co., of Dubuque, Ia. The appeal was from the Commission's decision authorizing WKBB to remove from Joliet, Ill., to E. Dubuque, Ill., one mile distant from Dubuque, Ia.

The case was regarded as a test of the comparative standing of a newspaper and radio station in a community. The newspaper was represented by Elisha Hanson, counsel for the American Newspaper Publishers Association, while the station was represented by Louis G. Caldwell and Arthur W. Scharfeld, of Washington.

The Court held that the motions of the Commission and of WKBB for dismissal of the case should be sustained because the newspaper did not have an appealable interest. The newspaper's contention was that if Dubuque was to have a station, it had prior claim.

Commission Actions . . .

(Continued from page 28)

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The Other Fellow's Viewpoint...

Fiscal Ratings

To the Editor of BROADCASTING:

Perhaps you can suggest, or possibly you have tried what I am going to suggest and it has failed.

Eight years of experience in operating an independent broadcasting station has revealed several abuses that I believe broadcasting stations should be relieved of. Today I wrote accepting 60% of an account. This I was advised was all the advertiser could pay. A few days ago out of an account of $386 we received through an agency $47 and some odd cents and the agency advised that in all likelihood we could expect no more. A year ago it was necessary to trim a $6,000 contract down to $2,700, and a $10,000 contract down to $7,500. Every evening I hear on the air from two or three different stations the name of an advertiser who advises me he can not pay a bill of less than $100.

My thought is, can't some publication such as your own run a monthly column giving your subscribers the service of an advertisers' rating? Suppose I sign a contract to the effect that I will not abuse or misrepresent an advertiser but that I will report in case he fails to pay, finds fault with the method of handling, pays only in part, changes the conditions of the original contract. It occurs to me that we could form an association of broadcasters; each of us make out a statement of these chiseling, cheating accounts. Your publication would simply say "Smith & Smith account reported unsatisfactory." Possibly you should demand that at least three broadcasters should object before you list an account as unsatisfactory.

There should be some way to stop these crooks from continuing broadcasting, to keep them from going from one station to another. I can name a dozen accounts that I don't believe ever have paid according to their first agreement with a station. They try new stations and if there is any change in management they frequently get on the same station for two or three seasons always paying less than agreed. Some agencies are in this sort of business. In one case an agency is refusing to pay a legitimate account because of dissatisfaction with another account, and in two cases I have had to write off losses because the agency collected from the advertiser and would not pay the station.

I would like to hear what experiences other broadcasters are having.

H. H. JOHNSON,
KMMJ, Clay Center, Neb.
June 17, 1933.

A Pointed Reply

To the Editor of BROADCASTING:

With reference to your leading editorial in the June 15th issue, I am enclosing herewith copy of a letter which we sent to S. W. Hennessy in answer to his very kind offer, and I feel that it contains a suggestion for the handling of such requests that might be of some value to other stations.

Dear Mr. Hennessy:

With reference to your letter of May the 25th.

We will be glad to accept the programs you have in mind—at our rates, which you will find in the Radio Section, Standard Rate and Data—or,

In exchange for space in one of your publications, the exchange to be affected in accordance with your rates, as balanced against ours.

Since our time is for sale—and since, like this radio station, you depend upon the sale of your space to advertisers, this ought to be a fair sort of an arrangement. At least, it is as fair as the one you propose.

It may be interesting to you to know that as yet I have had no answer. Obviously, my proposal to exchange time for space in TRUE STORY Magazine was of no interest.

I feel that the work your publication is doing with reference to the army of chiselers, whose attacks on radio come from every direction, is most admirable, and it deserves the support and cooperation of every person interested in this business of broadcasting.

G. O. SHEPHERD, *Director*,
WWNC, Asheville, N. C.
June 20, 1933.

Agencies Demand Facts

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of new and popular features, or the discontinuance of old ones quickly antiquate such surveys. But this is true of almost every phase of radio — it is the most changeable of mediums and *the radio expert doesn't last as an expert unless he is also a student—and keeps all ten fingers on radio's pulse.*

Recently there has been considerable discussion regarding field strength surveys. Such surveys are of unquestionable value in checking a station's signal strength. But signal strength is only half the battle—popularity is the other half. Many extravagant claims are made for high-powered stations—and many of them *do* have the signal strength they boast. But signal strength and actual tune-in or popularity are vastly different things. Publication circulation and radio circulation are comparable in very few ways. To say that Station XYZ can be heard clearly in cities 600—300 miles away is *not* a selling point.

It's like saying 100,000 copies of an evening newspaper are stacked on the corner every day and calling *that* circulation. If the station can show evidence of a consistent *tune-in* in distant areas—then, that is a sales point. And many *can* show evidence of popularity in distant cities—many in distant states. But by and large there is little more reason for listening to stations in distant cities than there is for reading out-of-town newspapers—except in smaller cities in which big, out-of-town stations and the local station enjoy the same status as the local newspaper and the Sunday metropolitan dailies which are imported regularly. Most large cities support large stations and most large stations have network affiliations and release the same programs as are available over more distant outlets. So—why "fish" for distance these days? As I have said, I recognize exceptions to this—there are one or two *notable* ones here in the west.

Urges Checking Bureau

RECENTLY several national associations of advertisers and radio executives have passed resolutions urging the formation of a radio checking bureau comparable to the Audit Bureau of Circulation in the publication field. Formation of such a bureau was discussed more than six months ago at our San Francisco radio departmental. But nothing has been done thus far. Networks and stations would find advertisers and agencies very cooperative in facilitating the formation of such a bureau. The execution and costs of its investigations would be the station's responsibility and advertisers and agencies would subscribe to its service just as they do for the ABC reports.

Unfortunately for the progress of the medium, many radio men are prone to delay too long in initiating new methods—in sponsoring new thoughts. A station representative called on me the other day and announced that his station had decided that radio must do a selling job—and be sold like any other medium—on its merits as a sales force rather than as a builder of good will. He was only three or four years late in assimilating what has become a basic radio principle.

Signs of Progress

ON ANOTHER occasion I called on a station to furnish me with a list of its best available open periods, together with a list of competing programs on other stations. The station representative telephoned to say that it would require considerable time to compile the information regarding the competing programs on other stations. I am afraid I didn't quite get his point—if there was one. The next day I obtained my information. It was completely satisfactory. But you shouldn't have to *press* a request for such information.

However, there *are* many signs of progress in this radio fact-finding business. The networks, individual stations, and agencies—more of them are making better and more frequent use of known checking methods—and developing new ones.

The *better* agencies and advertisers are able to *see* and *measure* the target, as defined by listening habits, station popularity, etc., the better we will be able to *hit it* with the proper programs, not only because we will know more about the job to be done, but also because we will have more time to do it.

A HEARING has been ordered by the Radio Commission on the application of WEVD, the Debs Memorial station in New York, for a power increase from 500 to 1,000 watts on 1300 kc.

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"Hometown Folks" Announce a Sale—

Report a Cyclone!

How this new program on WCCO helped Gamble Stores celebrate their eighth anniversary

B. C. GAMBLE, President of Gamble Stores—and a typical Gamble Store.

EVERY Tuesday and Thursday, 200 Gamble Stores present over Station WCCO "Hometown Folks, a musical story of our own Northwest." The week of March 6—*during the banking holiday*—announcements were made of the 8th Anniversary Sales of the Gamble Stores—to start *Friday*, March 10.

Monday, March 13, letters and wires like these poured into the home office from Gamble Store managers:

FARGO, N. D.—"Grafton, Grand Forks, Crookston Stores nearly mobbed. Fargo kept door locked all day admitting small groups."

MILBANK, S. D.—"We had . . . a mad rush . . . the second largest day in our history."

WILLMAR, MINN.—". . . the greatest sale we ever had. 650 customers today."

WADENA, MINN.—"We waited on 626 customers."

SIOUX FALLS, S. D.—"We had more people in our store than I thought there were in the state of South Dakota."

■

"HOMETOWN FOLKS" is produced by the Minneapolis office of Batten, Barton, Durstine & Osborn, Inc. in accordance with the usual policy of that agency to have each office write and direct its own radio shows.

WCCO

NORTHWESTERN BROADCASTING, Inc.

MINNEAPOLIS » ST. PAUL

RADIO SALES, INC., 485 Madison Avenue, New York City
410 North Michigan Avenue, Chicago

THE COLUMBIA BROADCASTING SYSTEM